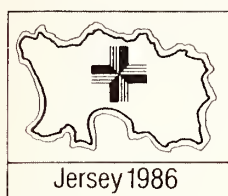


CHEMIST & DRUGGIST

The newsweekly for pharmacy

October 4, 1986

a Benn publication



AIDS and drug
abuse top the
agenda

Crawley Down
residents to
appeal to
Ombudsman?

New structure
for Numark

Trumpington hints
at margin cut
for wholesalers

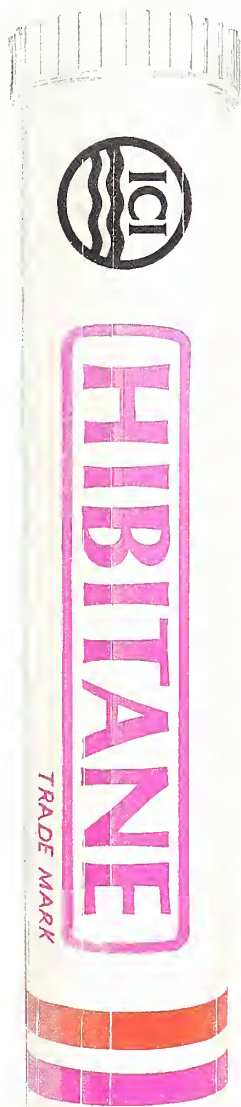
'Health care in
High Street' —
NI study

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October 4, 1986
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COMMENT



Did you know that the Pharmaceutical Society gives grants to pharmacies opening in rural areas? Or that the Society has said that a pharmacy needs a catchment area of 15,000 patients and a turnover of £250,000 to remain viable? If not, then you probably don't live in Crawley Down, West Sussex, where residents continue to fight a proposed pharmacy, just given the go-ahead by the Secretary for Social Services, the final arbiter in any rural dispensing dispute.

These "facts" — including Dispensing Doctor Association chairman Dr David Roberts assertion that payment of the Pharmaceutical Services Negotiating Committee's additional allowance claim for the pharmacist's extended role could mean fewer NHS kidney machines — were just some of those put to residents at the latest public meeting (p540). Sadly there was no pharmacy politician present to counter the distortions and half-truths put forward by some of the speakers.

Moral and behind the scenes support from the profession is not



enough when faced with such vehemence and often misguided public opposition. However unpleasant, or apparently unnecessary it is now the case is won, pharmacy should have been fully represented at such a meeting. Pharmacist Christine Hastie was probably quite right to stay away, given the reception she got at the last meeting in December. As it turned out, the lay chairman kept good order.

But both he and the FPC administrator present were aware that pharmacy's case was not getting a fair hearing, and, at one point, the chairman asked if a member of the Pharmaceutical Society was present to clear up a source of confusion. C&D's reporter was able to oblige, but

that answer should have come from the appropriate pharmaceutical heavyweight.

The evolution of the rural arbitration process laid down by Clothier is continuing. Disputes like this one at Crawley Down serve only to highlight the compromise nature of Clothier and underline the need to maintain PR pressure. The would-be rural pharmacist, the Local Pharmaceutical Committee, and the profession and its leaders must combine effectively to combat any possible clouding of local issues by GPs with a persuasive bedside manner.

So the residents now move on to appeal to the Ombudsman, if he wants to listen. The DHSS and PSNC view is that he won't, given his brief of dealing only with alleged maladministration. But one last nugget from that meeting. The "hare-brained Clothier Regulations" were the main cause of the problem, as one villager put it. Thought up, no doubt, by the hare-brained Cecil Clothier — a former NHS Ombudsman!



Crawley Down residents to appeal to Ombudsman

Crawley Down residents want to appeal to the NHS Ombudsman as the next step in their fight to prevent a pharmacy opening in the West Sussex village.

Residents have agreed to lobby local MP Nicholas Soames and Secretary for Social Services Norman Fowler, to ask the Ombudsman to review the case, and to appeal directly to the pharmacist concerned, Mrs Christine Hastie, to withdraw her application. This three-point action plan was put to a meeting in the village primary school last Thursday, attended by 230 people.

Mr Soames was due to meet Under-Secretary for Health Edwina Currie on Tuesday as *C&D* went to Press.

It was clear at the meeting that feelings against a pharmacy were undiminished. Concern centres on the effect of a pharmacy on the local four-man dispensing practice, which covers Crawley Down, and nearby Turners Hill and West Hoathly. Though figures are disputed, it seems that a pharmacy centred in the middle of Crawley Down would have preliminary consent to dispense for around 4,500 Crawley Down residents, out of a population of 5,300, leaving the doctors with possibly 2,000 dispensing patients overall. The doctors have maintained that the loss of dispensing income would mean the loss of one partner in the practice though they have stated that the village population is likely to increase over the next few years.

The Rural Dispensing Committee dismissed Mrs Hastie's application to open a pharmacy last March, but the Secretary of State had overturned that decision on appeal last month. (*C&D* September 13, p408). The site of the proposed pharmacy is not yet known.

Mr H. Goodwright, secretary of the Crawley Down Residents Association, told the meeting that it was clear the public was against a pharmacy. He claimed that the Secretary of State had been misinformed of the facts. "We have no objection to a non-dispensing pharmacy in the village, but see the need to fight a bureaucratic decision made in Whitehall against the views of our village."

Dr David Roberts, a Leicester GP and chairman of the Dispensing Doctors Association, addressed the meeting. He said the situation in Crawley Down was about freedom of choice. The villagers

were fighting the vested interests of the Pharmaceutical Society, National Pharmaceutical Association and the Pharmaceutical Services Negotiating Committee, "whose entire aim in life is to abolish doctor dispensing. They have an inbuilt feeling that they are the only people capable of dispensing".

Dr Roberts said the pharmacist's *raison d'être* — to mix medicines — was disappearing as original pack dispensing became the norm. "Chemists are dinosaurs," he said.

He praised the dispensing service at the local health centre. "They have three pharmacy technicians of which two have qualifications equivalent to those of a dispenser any chemist would be happy to leave in charge of the dispensary."

He criticised the PSNC who wanted an additional allowance and other payments for the pharmacist's "extended role", and suggested that money for this would mean cuts elsewhere in the NHS. The DDA's patron, the Countess of Mar, would be questioning the Secretary of State about his reasons for granting the appeal.

Speaker after speaker from the floor supported the dispensing service provided by the health centre, and a vote put the meeting at around twenty to one in favour of retaining the existing arrangements. The chairman of the meeting, local magistrate Laurie Green, repeatedly asked for a speech in favour of the pharmacy. But only one pharmacist, from East Grinstead, was present, attending as

"an observer". Mrs Hastie told *C&D* that she had been invited, but declined following the conduct of an earlier public meeting last December. She was not aware that any other pharmacist representative had been invited. The pharmacy point of view had been explained in a letter to the *East Grinstead Courier* on September 18 from John Davies, secretary of the Rural Pharmacists Association.

In proposing the appeal to the Ombudsman, district councillor for Crawley Down, Mr Blackmore, said he thought there were grounds for another look at the case. "There is evidence that the written evidence to the appeal was incomplete, misleading, even false," he said. "No precise location has been given for the pharmacy, so how can the DHSS say it won't be prejudicial to the dispensary at the health centre". The application for a review would have to be made through the local MP, who must be presented with a very good case, he said.

In addition, he suggested an appeal direct to Mrs Hastie, asking her to withdraw "in the interests of the people". Asked on September 30 whether she would take any notice of a direct appeal, Mrs Hastie said: "None at all."

Representatives of the local parish council also agreed to look into the possibility of a local referendum to gauge the feeling of everyone in the area.

It is not clear whether the Ombudsman can take on a review. A spokesman for the Department of Health told *C&D* that the Ombudsman could only investigate a grievance if there was a suggestion of maladministration of the law. Rural dispensing decisions are questions of judgment, and the Regulations are not expressed in such terms that a case must go one way or the other, he said.



Drop in margins for wholesalers

A strong hint that the wholesaler margin of 12.5 per cent is set to drop has come from Baroness Trumpington, Under-Secretary for Health.

"We have all been concerned that the present margin permits too many variations on a theme and allows seepage of money out of the system and not to the benefit of the NHS. My bet is that the margin will be reduced in one way or another in the near future," the Baroness told delegates from all over Europe at the opening of the Eurocophar conference in London on Monday. Any changes are likely to come as a result of discussions by the Pharmaceutical Distribution Working Group which includes representatives from manufacturers, distributors and pharmacists.

Earlier, the Baroness had praised Unichem, hosting the Conference, for their success. In the wholesaling arena, which has seen considerable rationalisation, only the strongest and most competitive would survive, the Baroness said.

"I see Unichem being one of those survivors — I am sure Unichem will continue to prosper and to benefit its members. It has never been slow to react to changing circumstances," she said.

Discount 6.63pc in Scotland

The Pharmaceutical General Council (Scotland) has agreed a 6.63 per cent revised average discount rate and has negotiated a £250 payment per pharmacy for limited list dead stock.

The revised discount figure, which will be applied from October 1, is the final rate arising from the March 1984 discount inquiry. A 5.85 per cent discount had been applied as an interim figure.

Protracted negotiations with the Scottish Home and Health Department over the last six months have arrived at the final figure, which PGC chairman Ian Mullen, in a letter to contractors, says is "a figure we consider to be substantially better than many had hoped for."

The £250 dead stock settlement, which includes payments in respect of the limited list and the U100 changeover, will be paid to all pharmacies on Health Board lists at April 1, 1985.



BPC Jersey: Spot the pharmacy politician at the Conference Banquet. Also Peter Millington, Medical Computer Services (below right) explains the Medax pharmacy system to Trevor Lowenhoff, chief pharmacist, Mayday Hospital, Croydon. The Medax pharmacy package covers all aspects of dispensing, including a monthly update of the C&D file for price changes



'Serious deception' in pill work

The DHSS has been trying to reassure women about the safety of oral contraceptives following Press allegations that Product Licence applications and advertising claims for some products were based partly on falsified data.

This week's *Sunday Times* says it interviewed Professor Michael Briggs who "admitted serious deception in his research", most of which he did while at an Australian university. The *Sunday Times* claims that data from Professor Briggs' work was used to support Product Licence applications for Schering's Logynon and Wyeth's Trinordiol in Britain, and to support advertising claims.

Both companies say that no work by Professor Briggs was used in Licence applications for any of their oral contraceptives and that references to his work — which primarily looks at the effect of oral contraceptives on blood lipids — in advertisements have been withdrawn. However, similar work by other researchers made the same basic conclusions about the Pill's effects and so the companies say they saw no reason to alter their safety and efficacy claims.

The companies became wary of Professor Briggs' research after allegations

in the Australian Press cast doubts over the validity of his work.

Baroness Trumpington, Parliamentary Under Secretary for Health said on Monday. "There is plenty of evidence that Logynon and Trinordiol are as safe and effective as any other oral contraceptive, if taken as advised by a doctor". She has asked DHSS officials to investigate the allegations.

CD haul up

Record seizures of Controlled Drugs were made by the authorities in 1985, according to the latest Home Office bulletin on drug misuse.

A record 365kg of heroin was seized (1984, 361kg), and was accounted for by 64 seizures of 1kg or more, including two of between 30 and 40kg. The number of seizures of cocaine fell, but the quantity retrieved increased to a record 85kg. (1984, 65.5kg). A total of 25,600 people were found guilty or cautioned for offences involving Controlled Drugs, more than in any previous year, and 5,800 of these received some form of custodial sentence, and with 115 people receiving sentences of over seven years. Over 5,000 drug traffickers and suppliers were convicted last year, 800 more than 1984.

Proceeds of convicted traffickers can be confiscated when the Drug Trafficking Act is implemented early next year.

Complementary medicine helps 82pc of patients

Over 80 per cent of those who have had some form of complementary medical treatment have been cured (31 per cent) or have improved (51 per cent) and 74 per cent would definitely use this form of medical treatment again, according to a survey published in October's edition of *Which?* magazine from the Consumers' Association.

About one in seven of almost 28,000 *Which?* readers said they had visited a complementary practitioner in 1985. In May this year *Which?* sent a more detailed survey to those who had done so. The results published this month are based on replies from 1,942 readers. The most common complaint people sought this kind of help for were pain and joint problems (71 per cent); while 15 per cent wanted help for psychological problem.

Before going to an alternative practitioner 81 per cent had first sought advice from their GP, says *Which?* And the same percentage were dissatisfied with their conventional treatment because they hadn't been cured, only got temporary

relief or could not be treated.

The most commonly consulted complementary practitioners were osteopaths (42 per cent), homoeopaths (22 per cent) acupuncturists (23 per cent), chiropractors (22 per cent) and herbalists (11 per cent).

The *Which?* article looks at some of the different forms of complementary medicine — including acupuncture, osteopathy, chiropractic, medical herbalism, and homoeopathy — describing what they involve, what they cost and where they can be obtained.

A recent report from the British Medical Association was less than welcoming to complementary medicine and showed that there was still a degree of antagonism between complementary and conventional medicine. "The people most likely to suffer from such a rift are the patients," says *Which?*

Which? warns that people need to be sure a practitioner is suitably qualified: at the moment there's nothing to stop someone with no training setting up as a complementary medical practitioner, says the magazine. What is needed is a Government-backed inquiry in to the effectiveness, training, status and organisation of all types of complementary medicine, says *Which?* A single independent council of practitioners may be needed to monitor and maintain reasonable standards of practice.

Which? repeats aspirin warning

Which? magazine from the Consumers' Association has written to shops still selling junior aspirin products to remind them about the recent warning from the Committee on Safety of Medicines about the possible link with Reye's Syndrome.

In the October edition *Which?* says it visited shops in four parts of the country, following reports that junior aspirin products were still on sale, and was able to buy it in a few of them — "not chemists, but mainly grocery stores".

People are warned off Skoal Bandits in

Tosara support RPM on Sudocrem

Tosara, manufacturers of Sudocrem cream, have recently joined the Proprietary Articles Trade Association.

The company says it will now

endeavour wherever possible to ensure that Retail Price Maintenance is complied with for Sudocrem in the retail sector.

The move has been precipitated by price cutting on the product in Merseyside and Northern Ireland, especially in grocery and drug stores. It is distributed by David Anthony Pharmaceuticals.



Unichem chief executive Peter Dodd (centre) does the honours at the opening of the Eurocophar Conference in London on Monday, and introduces Baroness Trumpington, Under-Secretary for Health, to David Walker, Unichem's management services director and Eurocophar president (see also p541)

DIYers did it better in 1985

Only DIY retailers did better than chemists in 1985 counter sales, as prices in the chemist shop rose faster than other retail sectors.

That's the conclusion of a Retail Business report on chemists and photographic goods shops. The survey shows OTC sales just short of £1.25 billion for chemists — £170m more than the previous year's total, meaning a 16 per cent growth rate.

Excluding NHS receipts, chemists take "a small but rising share of the retail trade". Overall, even the big supermarket chains are starting to slip behind them in value terms.

May was below average, but the report notes that early indications for June were good. Over 1980-84 volume grew by about 20 per cent and estimates for 1980-85 put growth at around 27 per cent.

As for retail prices, the all-item index rose 5.5 per cent on a January to January basis — while medicines and toiletries went up by 10.3 per cent. "This above average trend is one which, in the longer run, could lead to an eventual reaction as consumers shift their attention to other product areas or look for keener prices in other sorts of outlets," comment Retail Business. Producer prices have risen more slowly than chemists' turnover with pharmaceuticals and toiletries going up at the manufacturer level by about 40 per cent in five and a half years.

In a product review on chemists' and household goods, Retail Business reveal static consumer spending at around 0.5 per cent for medical and surgical goods and just over 1 per cent in toiletries and cosmetics. Retail Business Report No. 343, The Economist Intelligence Unit, 40 Duke Street, London W1A 1DW.

New PPRS dates from October

The new Pharmaceutical Price Regulation Scheme started on October 1.

The decision was announced by Social Services Secretary Mr Norman Fowler on September 24, after the Association of the British Pharmaceutical Industry Board of Management recommended member companies to participate.

The main change is a new procedure, from 1988-89, for keeping allowable profit on NHS business in line with changes in the average profitability of British industry as a whole. There is an immediate increase in allowed profit of around 1½ per cent, to around 18 per cent on historic capital employed. The scheme also has a renewed commitment by companies to contain their costs.

AIDS hope from Porton Down

Scientists at Porton Down in Wiltshire have developed a drug they describe as the "most potent antiviral in the world," says *The Guardian* (September 29).

The drug is a potential treatment for AIDS and is ten times more powerful than a drug recently approved for widespread use in AIDS patients in the USA, claims the company, Porton International. Last week it was announced that Burroughs-Wellcome, in conjunction with US Health Department, are freely distributing supplies of their azidothymidin (AZT) to specially selected AIDS patients.

The new compound was purchased from the University of California by Porton International, and work on it was carried out by their subsidiary Porton Products at the Centre for Applied Microbiology and Research. In laboratory tests the compound was found to block reverse transcriptase in T4 lymphocytes, thus preventing AIDS virus (HIV) from replicating. The compound, which is not a protein and very different from AZT, is still at the research and development stage, says a company spokesman.

Recent successes at CAMR include a genetically-engineered whooping cough vaccine shortly to begin trials, with a genital herpes vaccine, tissue plasminogen activator, and asparaginase in the pipeline. Their major product is genetically-engineered growth hormone sold through Kabivitrum.

Chemist & Druggist 4 October 1986

Out of register

One of my cash registers has got the collywobbles, and has taken to recording vast sums on the various columns without just cause. The odd thing is that the final net day's takings are registered accurately. This fault has been with us intermittently over the last two or three years. Unfortunately the machine, an expensive Japanese electronic multi-totaller, is no longer made and the circuit boards have to be bodged. My other machine is a massive electro-mechanical, which while trouble free, prints slowly and produces interminable end of day audits which you need a degree to decipher.

So, with this in mind I am looking for a couple of reasonable multi-total tills. Question: do I involve myself in a POS system? Answer . . . ?

A bit off . . .

I have been sent a cutting from a licensed trade paper, which carried an advertisement inserted by Beecham Proprietary Medicines. This was in the form of a PR release giving details of a small home medicine unit "ideal for off licences" with a retail value of "£19.53 and costing £12.96."

A larger display with a wider range of products and a retail value of £49.98 was also available, with details to be obtained direct from Beecham, on extension 3354.

Nice to know who your friends are, isn't it, and this at a time when I rather thought Beecham were inclined to view the chemist's role in their retail distribution chain as reasonably important. I don't like it. The proper source of domestic medicines should be the pharmacist.

Dangerwoman!

I have had a letter from W. Rhodes of Worthing which, in nice dialogue, gives a vivid picture of a transaction he had with a customer recently. It is worth passing on.

"She was 35-ish, and I had seen her before in our pharmacy, though not often. A member of staff told me she wanted some acid. "What sort of acid?" "She doesn't seem to know." "Well, I'd better speak to her then."

"You'd like some acid, madam?"

"Yes please."

"What sort of acid?"

"Oh, any sort — sulphuric if you like."

"Are you quite sure you know what you are asking for? That's very dangerous stuff — what do you want it for?"

"Security." "Security? What do you mean?"

"To have in a bottle and carry round in case I need it."

"You don't surely mean as a protection, to throw at someone who might attack you?"

"Yes I do."

"Well I do sympathise with you very much indeed, but as a pharmacist I just couldn't sell you acid knowing that it might be used for that purpose."

"Oh that's alright, I've got a proper container. I'll have to try somewhere else, and next time I won't say what it's for."

The writer hopes he doesn't meet her on a dark night!

Gnash! AARRHH!

That is supposed to represent a cry of absolute frustration and rage! . . . Today I had returned, in an FPC envelope, photocopies of a number of my EC 10s marked "not allowed".

A quick glance showed the losses were not too large. One was a pure oversight by doctor and myself which can be salvaged. Another, a product we could find in neither black nor white lists, had been allowable because it had been recognised and discussed with the patient and so could be recovered. But the last few? One written by a dozy receptionist as "caps nitrazepam" — and refused payment after we had endorsed "P/C tabs required and dispensed". This is so stupid.

What possible point is there in returning such a script when everyone knows perfectly well the patient has been supplied properly with the drug the doctor prescribed. There is no deceit, there is no illegal profit, and the DHSS is being asked to pay only for the product whose price it accepts. All this ridiculous procedure achieves is a hardening of my anger. And yet more phone calls for the issuing of "correctly" written replacements. It is the ultimate humiliation of our position as professionals.

May I suggest every contractor ceases to go along with the nonsense of having to refuse to dispense such obvious slips of writing. Henceforth we should all endorse what we have done to correct, in the same way that is acceptable for every other clarification of intent. I propose that we enclose a note with our bundles of joy saying this is what we are doing, that we write to PSNC, who represent us giving them 10,000 letters of ammunition to take on the DHSS, and write a simple note to the MPs suggesting they make DHSS officialdom apply a bit of common sense and respect when dealing with the profession of pharmacy.

Supervision: to change or not to change?

A warning against relaxing the controls on supervision came from Dr D.H. Maddock, community pharmacist and member of the Society's Council.

Addressing Wednesday morning's session on "Pharmaceutical responsibility, control and supervision", he argued the case for maintaining the *status quo*.

"To those who want change simply for the sake of change, one can only say — have a care!" he said. Too many profitable drug store and supermarket proprietors were waiting in the wings to hear arguments that the Medicines Act should be amended substantially so that a pharmacist's presence was not necessary when medicines were supplied. "If you don't have a care you will be taking the first positive step down a slippery slope that will eventually see the demise of our noble profession, one of whose main functions is the protection of the public," he said.

The public had a unique relationship with the pharmacist, in that they knew he or she was the only member of the health care team that could be found in a particular place at any time during the working day. He asked his audience not to destroy this relationship but move forward by considering the Nuffield Report as setting out the map of the territory ahead.

Dr Maddock believed that if, in the interest of efficient primary health care, pharmacists were required to leave their pharmacies to visit homes for the elderly or advise doctors on effective prescribing, the response must not be to discontinue counselling or any other part of the pharmacist's function but to insist that a second pharmacist be employed.

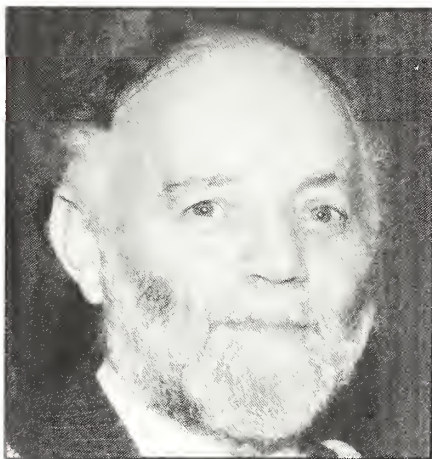
He suggested that perhaps Nuffield might have shown more practical imagination and by recommending financial incentives in the new contract to encourage near neighbours to combine. In the long term it would have stimulated a more cost effective service and provoked much less hostility than that for the projected closure of small pharmacies.

A safety mechanism was essential in the chain of medicine delivery to patients, the speaker continued. Before relaxing the rules of supervision it was vital that suitably qualified people were available to accept delegation, and there was a need to introduce immediately a policy to improve the calibre of staff, by using incentives and minimum educational standards. But limited facilities and financial constraints

meant it would be many years before an adequate pool of trained staff was available. It would also take at least 10 years to introduce mandatory computer-generated and printed prescriptions.

Referring to the "pantomime" which occurred when a bell was rung to alert a distant pharmacist to the fact that a pharmacy medicine was being sold, Dr Maddock said that the answer was not to relax the rules but to stop the farcical action. Each medicine which could be sold only in a pharmacy must be re-evaluated to establish whether or not its supply required the personal supervision of a pharmacist; if it did, then the duty must be carried out correctly.

The speaker found it difficult to appreciate why a pharmacist needed to leave his premises to visit the GP — why could not Mohamet go to the mountain during patient rounds? he wondered.



Dr D.H. Maddock, PSGB Council member

Giving the legal and ethical background, Mr Colin Hitchings, regional pharmaceutical officer, SW Thames RHA, and a member of the Society's Council, said pharmacy was arguably the most regulated profession in legal terms.

This tended to reduce the element of individual professional discretion, he said in his paper, and these necessary legal constraints were often used as an excuse to avoid making professional decisions.

The legal and the ethical aspects of professional responsibility, control and supervision were two distinct items and



Jersey 1986

should be differentiated clearly. Law was defined as rules which must be obeyed, whereas ethics was "The science of morals... rules of conduct recognised in certain limited departments of human life."

Reminding the audience of the current legal position, Mr Hitchings pointed out that the General Sale List and Prescription Only Medicines are the only two statutory categories of medicines in the Medicines Act. The third category, Pharmacy Medicines, had arisen almost by default and there was no statutory list. While there was a move towards increasing the number of P medicines, it must be remembered that this category could be disbanded more or less at will on the whim of any government. Such action would be unlikely but the vulnerability of P medicines must always be borne in mind when considering any fundamental changes in medicines control.

The NHS Act 1977 required dispensing to be carried out under the "direct supervision" of a pharmacist; this had been taken to mean that the pharmacist had a personal involvement at some stage during the dispensing process.

The Medicines Act 1968 required a pharmacy to be under the "personal control" of a pharmacist. This was interpreted as requiring the presence of the pharmacist on the premises at all times except for very short periods, eg, to visit the bank across the road. Likewise, the Medicines Act required "supervision" of the sale of P medicines; this was interpreted as the pharmacist being aware of the sale and being in a position to intervene if necessary.

Hospital pharmacy had for many years evoked Crown immunity and, in legal terms, had tended to be left to control its own destiny, continued Mr Hitchings. One consequence was that varying systems of control had evolved. A number of hospitals now permitted certain medicines to be dispensed, checked and given to the outpatient without a pharmacist being involved. This only applied to a limited range of medicines but was a significant change requiring serious consideration.

Mr Hitchings said that pressure for change was building on a number of fronts, notably from the Nuffield inquiry and the Government's recent Agenda for Discussion on Primary Health Care.

Advertising she'll remember. Sales you won't forget.

Our memorable new campaign for Medised, the Paracetamol-based children's analgesic, is based on a highly emotive subject that has been designed to appeal especially to mothers of young children. It is not only emotive, but informative, eye-catching and very persuasive. And we firmly believe it will have considerable impact, rapidly converting readers into purchasers of Medised. This of course means increased sales for you.

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Medised can be ordered from Panpharma. And you will be pleased to find that your Panpharma representative is the same person who previously represented only Luitpold.

A little earlier and the picture would have told a different story.



We know how worrying and distressing it can be for you, as a caring mother, to see your normally bright-eyed happy child suddenly red cheeked, restless and crying in pain. And all the usual comforting doesn't help.

So, especially with mothers of young children in mind, who want only the best for them, we've developed a pleasantly flavoured, liquid pain reliever called Medised.

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Medised is available without prescription from your Chemist. So don't go home without it next time you go shopping.

**Eases
children's pain
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For your convenience
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They can make eating a potato crisp feel like chewing broken glass. A toothbrush seem like an instrument of torture.

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'Corsodyl' inhibits bacterial plaque and prevents secondary infection. It can also soothe the pain of aphthous ulcers and help get rid of them more quickly.²

You can also recommend 'Corsodyl' mouthwash (as do many doctors and the majority of dentists) for routine oral hygiene, and for treating gingivitis, and stomatitis.

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'Corsodyl' mouthwash is a competitively priced 'P' classification product.

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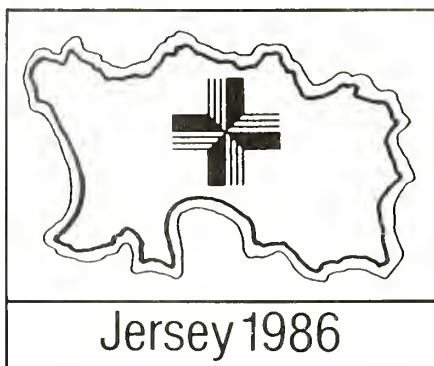
THE RECOMMENDED COURSE OF TREATMENT IS 2 x 10ml DAILY FOR ONE MONTH.

Prescribing Notes for 'Corsodyl' Mouthwash: Use: Inhibition of plaque, treatment and prevention of gingivitis, maintenance of oral hygiene, promotion of gingival healing following surgery, management of aphthous ulcers and oral candidiasis. **Presentation:** A clear pink solution containing 0.2% w/v chlorhexidine gluconate. **Dosage and administration:** 10ml undiluted twice daily. Rinse mouth for one minute and spit out. **Contraindications:** Previous hypersensitivity reaction to chlorhexidine, extremely rare. **Precautions:** For oral use only, keep out of eyes. **Side effects:** Occasional irritative skin reactions. Generalised allergic reactions to chlorhexidine are extremely rare. Superficial

discolouration of the teeth may occur. Transient taste disturbances and oral desquamation. Very occasional parotid swelling. **Product licence number:** 29/0124. **Basic NHS cost:** £1.04 per 300ml bottle. 'Corsodyl' is a trademark. **References:** 1. Grenby TH & Saldanha MG. *Br Dent J.* 1984; 157: 239. 2. Addy et al *Br Dent J.* 1974; 136: 452.



Further information available from ICI Pharmaceuticals (UK), Alderley House, Alderley Park, Macclesfield, Cheshire SK10 4TF



Change in pharmacy 'bound to happen'

Professor M. Peston, professor of economics, London University, and a member of the Nuffield Inquiry, warned that there could be no status quo.

The choice was, which changes should be made and who would make them. If no change was initiated inside the profession, there was a fair bet it would be imposed from the outside. "One does not have to be a cynic to suppose that a Government scheme will concentrate rather more on saving money than on enhancing the professional role of the community pharmacist," he said.

Professor Peston referred to the possible clash between professionalism and normal trading instincts, as highlighted by the Nuffield Report. He was not sure if this problem could be solved while pharmacies remained as shops.

"What I would stress is that the excellent curriculum the undergraduate pursues is in conflict with his or her role in the community pharmacy after graduation," he said. The student received little in the way of serious managerial teaching so there was not even a basic professional preparation for what might occupy on average 30 per cent of the community pharmacist's time.

There was further tension between science and certain products customers wanted which had not been proved scientifically. It seemed to him a "queer kind of professionalism" for pharmacists to appear to endorse such products by displaying them on the counter.

Professor Peston believed that the criterion by which pharmacists should be judged was their contribution to the health care team. It was here that supervision emerged as an issue which seemed central to the whole subject of professionalism. At one extreme it involved the pharmacist taking a direct interest in the patient's medication, discussing what was handed over, making sure the directions were understood and making a final check that there was no dispensing error. At the other extreme it amounted to counter assistants calling out the name of a medicine and the pharmacist nodding.

"While pharmacy remains organised as it is, the pharmacist will be involved in activity over the whole of this range," the speaker said. "Clearly, he must ask himself how he is to do that." The Nuffield Report took the view that, for POMs, the pharmacist ought to be concerned at some

stage in the dispensing process but it was not obvious that the final stage was crucial on all occasions. Instead, some medicines for some patients might be handed over while the pharmacist was absent.

To argue to the contrary was to misunderstand professionalism, which was about the acceptance of responsibility and formulation of rules of procedure which could vary between pharmacies. The individual pharmacist would learn from experience and allow his mode of practice to evolve. It was a misconception, the professor said, to identify professionalism with physical presence.

The general mood of the discussion was against relaxing controls on supervision. Albert Howells, Saundersfoot, pointed out that for years the profession had been trying to convince Governments that medicines were not ordinary articles of commerce.

Alan Nathan, Council member, said the profession had had a fairly low status until recently when, as a result of various

factors such as the NPA advertising campaign, that status was improving. It would be a retrograde step for pharmacists to leave their shops with customers unable to get advice. And if people could buy pharmacy medicines in the absence of a pharmacist, the Government might suggest there was no point in restricting these medicines to pharmacies.

Other speakers said they would welcome wider introduction of properly trained dispensing staff. But Monica Rose, South West Metropolitan, wondered if technicians would want to take on the responsibility of unsupervised dispensing, even when a pharmacist was ultimately responsible for their actions. She thought a less expensive alternative to two pharmacists per pharmacy would be to employ women pharmacists for a few hours to enable the main pharmacist to go on domiciliary visits, etc.

Free syringes and needles through pharmacies?

Pharmacists may soon be asked to supply syringes and needles to addicts in an attempt to prevent the spread of AIDS, said chief medical officer Sir Donald Acheson in his Conference lecture on Friday.

The incidence of HIV infection was increasing rapidly in intravenous drug abusers of both sexes, he said, and the Department of Health had spent much time recently discussing whether increasing the availability of needles and syringes would help reduce the spread of infection. The evidence from Amsterdam, for example, had been encouraging.

"If we do go along with such a scheme, and the issue is still undecided, pharmacists may well be asked to play a front line role," he explained. "We need to have it clearly established, of course, that the supply of injecting equipment is regarded as a professionally acceptable act. One important point is that HIV infection carries a graver prognosis than drug misuse. Until we can be more specific about the issue of clean supplies, we urge any of you who come into contact with drug misusers to stress the importance

of not sharing equipment. One experiment using someone else's syringe may be fatal, not only to oneself but to one's family."

Dr Acheson believes pharmacists are in a unique position to help in the fight against AIDS, by counselling and distributing literature, and he urged them to be sure they were equipped to offer advice. "We are discussing with the Pharmaceutical Society and others the possible use of pharmacists to help us distribute leaflets for the public about AIDS and I am assured your support is forthcoming here," he said.

Those people at risk should be advised to stick to one sexual partner and use safe practices. Condoms almost certainly cut the risk of transmission and Dr Acheson believes more prominent counter displays of these products would help inhibit the spread of infection.

A radio campaign is to follow the recent Press advertising, but the speaker said public education was not a task for Government alone.

Pharmacists should also be able to direct their customers to the specialist AIDS counselling services which should soon be available in all health districts.

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Anti-drug abuse campaign has impact on teenagers

The Government's information campaign to inform teenagers of the dangers of drug abuse has had a significant impact, Home Office Minister David Mellor told pharmacists at the symposium session on Thursday morning.

But he admitted the campaign directed against parents has been less effective, and commended the Pharmaceutical Society for its part in organising the distribution of information leaflets through community pharmacies.

Mr Mellor said he could not think of a better distribution point than chemists' shops for such leaflets, which were visited at least once a week by most parents. And as pharmacists were promoting themselves as health counsellors they needed to be well informed about drug abuse. "One of the most troubling aspects of the drug problem is that many people are concerned but not many people are informed," he said.

The latest statistics on drug misuse in 1985 showed evidence of considerable and well targetted activity by police and customs officials, said Mr Mellor. There were a record number of seizures and 26,600 people were found guilty or cautioned for drug offences. Over 5,000 traffickers were convicted.

There was evidence that growth in heroin usage was slowing down, but this was matched by increased activity in other areas, particularly amphetamine abuse by teenagers. Fifteen illicit factories had been destroyed in the past year. Seizures of dipipanone had fallen to around 100 last year, compared to 450 in 1980, which suggested restriction of the drug had reduced its availability, said Mr Mellor.

He touched on the international situation. Peasant farmers would always be tempted to grow drug crops as long as it paid compared to food crops. The place to strike in the countries of origin was at the first stage of production once the crops had been sent for initial processing.

Foreign governments were beginning to concentrate in this area, not for the sake of the UK, Mr Mellor stressed, but rather because the narcodollar threatened their own stability and authority. Countries were realising drugs were a one world problem, and a new UN convention on drug trafficking was being sought.

But however many extra resources were given to police and customs there was no escape from the problem along the

law and order route as long as there was a willing customer, Mr Mellor said. The law needed to be adequate and able to keep up with fads in drug misuse, although the scheduling of phenterynl and its analogues and "designer" drugs might be difficult, he said.

"But I am convinced the battle will be won on the demand side of the equation," said Mr Mellor. There needed to be the right clinical resources to wean people off drugs, and increasing amounts of money were being spent in that area.

He defended the Government's controversial advertising campaign. It has been successful in strengthening people's resolve not to take drugs, especially when subjected to peer group pressure. After the campaign, which typically showed an emaciated addict with the catchline "skin care by heroin", 98 per cent of teenagers were aware of it.

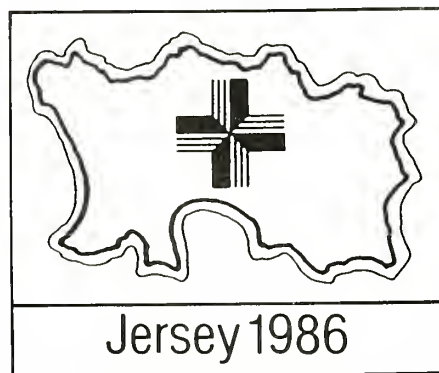
"Law enforcement measures are necessary but only palliative. But a change in attitude and a rejection of the whole drug culture by the entire community will decide whether we succeed or fail," he concluded.

Forsenic aspects

Dr D. A. Patterson, Home Office Forensic Science Laboratory, Chorley, looked at some forensic aspects of drug abuse. The forensic scientist's main responsibility in this area is to examine materials seized by the law enforcement officers (police and customs) and to provide unambiguous identity for the courts. The following is an extract from his paper.

The scientist must operate with a complex body of case law, developed over the years as many varied defences have been advanced against charges brought under the Misuse of Drugs Act. For example, the Act makes no mention of the minimum amount of a Controlled Drug which may be the subject of a charge although if a person does not know he is in possession of a drug, that may be a defence. Modern analytical techniques can detect invisible quantities of drugs, and the courts pondered long and hard about where to draw the lower line in drug abuse cases.

The question has been finally settled in the House of Lords, when Lord Scarman has said that the question was not one of usability but of possession. If a substance was visible, tangible and measurable it was certainly something. Quantity might also



be relevant to the issue of knowledge. A minute quantity of drug might indicate prior possession of a larger quantity if the evidence as a whole indicated knowledge by the accused.

The controlled hallucinogenic drug psilocybin occurs in some species of mushrooms which grow naturally in this country in the late Summer and early autumn, and may be preserved by drying. The dried product may later be abused by ingesting a hot water infusion. A number of "preparations" of the mushroom may be found ranging from dried whole mushrooms, dried powdered mushrooms to the infusion itself.

It has been argued that the word "preparation" has some special technical pharmaceutical meaning, thus excluding these items from control. However, the Court of Appeal took the view that the word should have its everyday meaning. The mushrooms merely have to cease to be in their natural state to enter the realms of control. The drug may therefore be abused with impunity during the growing season by ingesting fresh mushrooms (they are neither psilocybin, nor a preparation containing it) whereas preservation for use at some other time of the year involves committing an offence.

The skill and experience of legal draftsmen are clearly crucially important if enforcement of legislation concerned with technical matters such as this is to be successful and cost effective.

Illicitly manufactured tablets may bear marks of damaged or worn tablet punches, which can indicate whether a single or multiple punch tablet machine has been used. Monitoring the pattern of seizures of such uniquely marked tablets can indicate the scale of illicit operation.

Although it is not a common practice, tablets which have been legitimately manufactured under licence may be deliberately marked if it is suspected that they are being diverted to the illicit market. For example if it is suspected that legitimately obtained prescriptions are being sold illegally, it is possible with the co-operation of doctor and pharmacist to mark the tablets characteristically with a pin under a low power microscope. If such tablets are then dispensed and later seized from a third person, useful evidence of supply may be provided.

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Loving attitude the best approach to addicts

A non-judgmental, loving and caring attitude combined with total acceptance is the best approach to the problem of drug dependence, according to Dr Brenda Davies, consultant psychiatrist, Ticehurst House Hospital, East Sussex.

"Most of us with homes, families and jobs are totally unequipped to deal with the pain which has led some of these people to present as they do," she told Thursday morning's symposium session. Dr Davies, who worked as a community pharmacist before turning to medicine, believed the only cure was psychotherapy, giving these unfortunates time and warmth while helping them to examine their own behaviour and why they turned to drugs. The following is an extract of her paper.

There was a common belief until recently that only a drug which causes physical dependence (ie produces biological change so that withdrawal symptoms occur when the drug is no longer available) could produce a severe dependency syndrome. Drugs which did not produce such changes were said merely to cause "habituation" or "psychological" dependence. Such a distinction between physical and psychological dependence is misleading.

Physical dependence manifests by a specific withdrawal syndrome with typical signs, symptoms and course when the drug is withdrawn. Psychological dependence manifests by drug seeking behaviour in the user, eg he constantly pesters his GP for more of the drug and his whole life revolves around ensuring that supplies are available.

Thorley further defined dependence as dependence on a drug, an object such as the syringe or needle, the role of alcoholic or "junky", and an activity such as fixing with friends. Its absence leads to a negative effect such as sadness, separation, anxiety, feeling of loss in its absence and hence there is great difficulty in giving it up. Dependence is a normal state, because we are all dependent upon various things such as loved ones, family, friends, going to work. It is a complex state with negative and positive features.

A problem drug-taker is any person who experiences psychological, physical, social or legal problems related to intoxication and/or excessive consumption and/or dependence as a result of using chemical substances excluding alcohol or tobacco. (Although tobacco is by far the most addictive substance known to man, followed very closely by alcohol!)

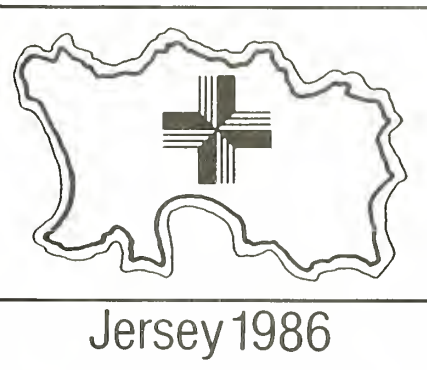
The caricature of the long-haired, abscess-covered, track-marked, aggressive or nodding junky, lying and unkempt, is only true of a small minority and is generally misleading.

An enormous number of new users are coming onto the scene — apparently normal, healthy, working-class unemployed teenagers who, though not often into "fixing" heroin, are "chasing the dragon" fans. There is also an enormous increase in cocaine use particularly among the middle class and rich who can afford the *crème de la crème* of drugs. Added to this are the benzodiazepine dependants — predominantly women, who have been prescribed minor tranquillisers and have become dependent on therapeutic doses, ie in many cases there has been no misuse. Added to these are the young solvent misusers — often, but not always, adolescents, from disturbed family backgrounds. It can be seen, therefore, that there is no such thing as a typical problem drug-user.

Questionnaires in the USA asking young problem drug-takers why they use illicit drugs provided three major reasons — curiosity, peer group pressure, and pleasure.

In adults there appear to be quasi therapeutic reasons for turning to drugs, eg relief of tension, to promote sleep, to relieve anxiety, to escape monotony and to hide psychological pain. It may be argued that the reason for drug misuse in adults is one of self-medication. The factors precipitating misuse or the onset of dependence (predominantly social factors) are not necessarily the same as those maintaining the state of dependence (more commonly pharmacological ones).

Drug dependence is extremely complex, involving pharmacological, sociological and personality factors to name but a few. In the history of every problem drug taker are numerous problems — medical, social, legal, family, personality, biological, financial, cultural, physical, etc — which lead to drug taking which in turn produces its own problems of intoxication, excessive consumption and dependence. The whole then results in further medical, social and legal problems — which produce more drug taking



behaviour and more problems. To help, we must stop the vicious circle.

Individuals with personality problems are more likely than others to look for emotional relief by drug taking, although normal people under prolonged stress or temptation can get into difficulties. Peer group pressure is a very powerful force and many adolescents will comply with solvent or drug misuse rather than suffer the derision of the group members.

Risk factors include broken families, tense family relationships, parental drunkenness, poor academic achievement, lack of ambition for the future and low self-esteem. The use of drugs and intoxicants by either parent is associated with the marked risk that their children become drug users.

Economic factors are also important; there was an enormous rise in the number of opiate users notified to the Home Office between 1970 and 1983, in part due to the increased availability and falling street price of heroin. Similarly, as cocaine has become cheaper and more available, there is now a marked increase in the number of cocaine users.

Factors responsible for initiating dependence are not necessarily the same as those involved in maintaining it. In maintaining the habit, the desire to re-experience the initial euphoria or relief from discomfort and pain and the need to avoid withdrawal symptoms and feelings of emptiness are important. Dependence is, therefore, a complex phenomenon which affects us all. Those of us with good support (on which we are dependent) have little comprehension of the pain and problems of those who choose to become dependent on drugs rather than on the people who have failed them.

Over the past fifteen years there has been an enormous increase in the size of the drug problem in the UK, with the total number of opiate users (not just those notified to the Home Office) about 50,000. If we also take into account those using amphetamines, barbiturates and cannabis, the numbers are probably nearer 200,000.

One in five women and one in ten men in the UK use benzodiazepines at some time each year, usually for a month or more, and of these 25 per cent may become dependent after three months of regular use. And a vast proportion of

Symposium session continued

adolescents are dependent on solvents.

Heroin, also known as "smack", "scag", "H", or "gear", may be taken either orally ("dropping"), by smoking, by inhaling fumes ("chasing the dragon") or injecting, subcutaneously ("skin popping"), intramuscularly (rarely) or intravenously ("fixing, having a hit, mainlining").

Although some people may use heroin recreationally intermittently for many years without developing dependence, psychological dependence is usually very rapid. Physical dependence is also rapid.

The normal therapeutic dose of diamorphine is 10-15mg but some regular heroin users will be taking 2.5-3g daily.

Management of the heroin user begins with the establishment of a good relationship. Every client must be assessed individually, including a full history and examination of all the etiological factors. We should accept totally what this person is, despite the fact that we may find his lifestyle and habits difficult to understand. Almost invariably people dependent on opiates will have been rejected by many people they have encountered and it is of utmost importance that they should be accepted by a helping agency.

As soon as the assessment is complete, goals need to be set, of which the client should maintain control. All plans are negotiable. Some may wish to come off immediately, whereas others will be more realistic in attempting to cut down slowly, or even be honest enough to say they are unable to attempt a reduction and are more interested in a maintenance prescription. Whatever the goals, they should be set realistically and worked towards but they can, of course, be revised and, if they are not achieved, there should be no sense of failure.

Although some centres still prescribe a maintenance prescription, usually of methadone, this is becoming less common and usually the patient will be fed into a withdrawal programme over a period of 14 to 21 days. This period may be covered by the prescription of benzodiazepines or methadone. Much support is given and as soon as possible the user is encouraged to take a constructive look at personal, family, financial and legal issues. The ideal is that he should take full responsibility for his life but with support.

Coming off heroin is one thing, — staying off another. Every attempt must be made to ensure that the user does not simply return drug-free and vulnerable into the drug-orientated society from which he came. Although the ultimate goal is to be drug-free, this may be a futuristic plan and only when enough trust has been built up in the therapeutic relationship, and the client is ready, can this be completed successfully. It is naive



Speakers at the Conference banquet. Left to right: Admiral Sir William Pillar, Lieutenant Governor, States of Jersey; Mr Vernon Tones, deputy bailiff; Dr Tony Moffat, Conference Science chairman; Dr Geoff Booth, Pharmaceutical Society president

to expect there will be no relapse. Relapses should not be seen as failures but merely further steps along the way to complete freedom from drugs.

More emphasis is being placed on dealing with the problem in the community, with greater family and GP involvement. We need to look towards at least two years' work with each client. Taking away a drug which has become an integral part of someone's life is very painful and perhaps for the first time the ex-user is dealing with his life unanaesthetised. Unless we can help him put something else in the place of the drug, we have done nothing but create a painful void.

Cocaine ("coke, snow") is expensive and, until recently, was seen rarely in this country. But there has been an influx of cheaper cocaine and street prices are now around £60 per g. It is sniffed ("snorted") or smoked either in its raw or freebase form, its stimulant action being short-lived and occasionally accompanied by visual hallucinations and a drowsy euphoria lasting about 20 minutes. Cocaine rapidly induces dependence, the user being "hooked" by the fourth experience.

Amphetamines ("speed, bombers") are often used in runs of several days, occasionally alone but often alternating with barbiturates to help promote sleep. Complications include amphetamine psychosis similar to schizophrenia which, while usually short-lived after withdrawal, may be permanent.

The benzodiazepine withdrawal syndrome is bizarre, with a predominance of anxiety and somatic hallucination. It is impossible as yet to say how long the withdrawal syndrome lasts but, for those who have been dependent for 10 years or more, it would seem that symptoms can last for two years or so. Withdrawal, which is long and painful, should never be abrupt but carefully planned with slow and gentle reduction. Issues will often emerge which have been dormant since the drugs were first prescribed, for example the grief of a stillbirth, and these must be worked on carefully.

There has been much discussion about the possible legalisation of cannabis (marijuana, hashish, "pot", "dope"). Some would say it is safer than tobacco. This is debatable since, used in small quantities recreationally, the effects are merely relaxation, heightening of some sensory experiences and a distortion of time. However, cannabis contains five times as much tar as tobacco and were it smoked in similar quantities it would be much more dangerous.

Solvent misuse remains an enormous problem and, although 90 per cent use solvents only on few occasions and then move on, 5 per cent will become casual users (that is, will use for several weeks at times of stress) and 5 per cent will go on to become chronic users.

These are usually psychologically disturbed youngsters from chaotic backgrounds who need professional help. It is debatable whether or not there is a physical dependence syndrome, although some children will present with marked tremulousness on withdrawal. Psychological dependence undoubtedly occurs and again one should expect to work for long periods intensively with youngsters who are withdrawing from heavy solvent misuse.

The common theme with all the addictions should be one of acceptance and tolerance and perhaps all of us working in the field need to look carefully at ourselves before making any judgment on others. Those of us who hide smugly behind more acceptable dependencies often do not have the courage shown by individuals in treatment to look at our lives and make necessary change. If we bear this in mind and assess each individual as a unique blend of qualities and then look at the total experience which led him to this point, perhaps we have something to offer.

Only with a non-judgmental, loving and caring attitude accompanied by total acceptance, can we expect to be allowed the privilege to share in these people's lives while they explore themselves and struggle towards a new maturity.

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All change for baby

Robinson's have reformulated and restructured their range of baby food according to age, supported by television from the New Year and Press advertising.

The company says its relaunch research indicates that mothers prefer the more conservative menus — chicken, beef, vegetables, lamb, egg and cheese — plus more mild tasting desserts, avoiding acidic fruits like apricot.

The range now offers 33 varieties. It covers ten choices of non-textured infant meals, from four months (£0.43, 40g and 45g; £0.93, 90g and 100g), seven varieties of textured junior meals, from six months (£0.93, 80g), and nine desserts, from four months, (£0.43, 55g; £0.93, 125g).

Junior varieties contain pieces of meat and vegetables to encourage chewing for teething babies. Cereals, in infant and junior size (£0.65 and £0.87, 120g), have also been reformulated and now include a gluten free granulated rusk.

A new device of colour bands indicating lack of specific additives is the major redesign on the product pack. For example, purple indicates no added preservatives, yellow that it is egg free. It features the new Barley Water logo, and a diagrammatic feeding guide. The company says that by the end of 1987, the relaunch package, their biggest ever, will have cost £2.5m. Distributed by: *Colman's of Norwich, Carrow, Norwich NR1 2DD.*

Two from WLHC

Two new products from Warner Lambert Health Care will be test marketed in Tyne Tees and Scotland this month.

Remegel is for indigestion and contains aluminium hydroxide and magnesium carbonate co-dried gel 476 mg in a soft nougat base. Television advertising in the Tyne Tees area will support the sell-in throughout the year. The chewy squares are available in eights (£0.39) and 24s (£1.09) and are GSL.

Mediquell, to be launched in Scotland contains dextromethorphan hydrobromide 10 mg in a cherry flavoured chewy square (12s, £1.49) and two squares can give up to four hours continuous relief from irritating



coughs says *Warner Lambert Health Care, Mitchell House, Southampton Road, Eastleigh, Hampshire, SO5 5RY.*

Taking off

Network Management are launching a Sally Hansen acetone free nail colour remover.

Kwik Off (£1.95) is packaged in a white and grey plastic tub containing a polish remover sponge. *Network Management, 50 London Road, Brentford, Middlesex, London TW8 8JL.*

For cystitis

Abbott Laboratories are introducing Cystemme for the treatment of cystitis symptoms. Each course (£2.41) comprises six sachets, containing the equivalent of 4g of sodium citrate in granular form to make an effervescent lemon-flavoured drink. A showbox outer contains 12 courses of treatment.

A national advertising campaign breaks in December with the initial burst running for three months. Full colour advertisements will appear in the major women's Press. POS material includes a patient leaflet, shelf strip, window card, and giant pack. An introductory bonus offers 13 for 12. *Abbott Laboratories Ltd, Queensborough, Kent.*

ON TV NEXT WEEK



GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV am	TT Tyne Tees

Askit powders:	GTV, STV
Bisodol:	STV, HTV, TVS
Cussons Pearl:	TTV, C4
Farleys Breakfast Timers:	Bt
Le Clic cameras:	TTV
Peaudouce Babyslips:	Bt
Radox herbal bath salts and liquid:	All areas
Simplicity:	All areas, C4
Vantage:	All areas
Vidal Sassoon:	GTV, U, STV, Y, C, A,
	HTV, CTV, TSW, TVS, LWT, TTV, TT, C4, Bt

For cautious customers?

Warner Lambert are bringing the "Matchpots" concept used for paints to their Poly hair care range offering a hair colourant consumers can try before they buy.

Shademates (£0.50) are a range of sample kits of Poly Tint colours to try out on a lock of hair. A voucher comes with the kit so the customer can get their £0.50 back when buying the shade of their choice.

A £1.5m television campaign will support the product, highlighting the "try it and see" concept. *Warner Lambert Health Care, Southampton Road, Eastleigh, Hants SO5 5RY.*

Leather in more lather

Cussons are extending the Imperial Leather range by launching two new foam baths — a feminine fragranced New Dawn and a "more broadly appealing" Original variant. From November 22, both will be supported by advertisements in the women's Press.

The new foam baths (300ml, £0.99; 500ml, £1.39), feature the Imperial Leather badge and resemble the recently launched Imperial Leather Gold shampoo range. Both come in an ivory pack — New Dawn has a pink cap, while the Original is all-ivory.

Cussons sales and marketing director,



Colin Hession said: "Not only does the name already mean luxury and quality but the potential for cross-promoting new foam bath with the nation's most popular soap is something only we can do." *Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL.*

ABIDEC multivitamin drops for healthy babies and toddlers who don't want additives!

There's widespread concern these days about the effects on some infants of artificial flavourings, preservatives and colourings added to foods.

There's also widespread agreement among health-care professionals that babies and toddlers should have vitamins daily, right through to school age.



In fact, we at Warner Lambert are helping to raise awareness of the importance of vitamins in pre-school nutrition, with posters and leaflets for mothers at the Clinics in your district.

Doctors do see cases of vitamin deficiency in children – and most often it's ABIDEC they prescribe for you to dispense. Because ABIDEC contains all the seven vitamins considered essential for the very young.

And because ABIDEC is convenient, simple and acceptable every day.

So when mothers ask for a word of advice about vitamins, give them one – ABIDEC. All the essential vitamins, none of the unnecessary additives.



**WARNER
LAMBERT
HEALTH CARE**

the name people feel better with

Supersoft sells in style

Reckitt & Colman are introducing a 250ml size of Supersoft Set Two styling spray (£2.25), and are running a magazine promotion on the whole Supersoft range.

The television campaign currently running is to be supported with cinema advertising and a Press campaign.

In addition the Supersoft range will carry an on-pack offer for a free beauty and fashion magazine, which includes £100 worth of money-off vouchers. *Reckitt and Colman Ltd, Dansom Lane, Hull.*

New pic for Bic

Bic have redesigned their lady shaver pack, and are supporting the men's orange razor with television advertising.

The four lady's razors are now packaged in copper and gold coloured plastic.

Orange razor appears in London, Central, Granada, Yorkshire and Scottish regions until October 12. *Biro Bic Ltd, Whitby Avenue, Park Royal, London.*



Beecham Foods are supporting Ribena with a £1m national television campaign starting this month. There will be two ten second commercials, the second highlights a 25 per cent extra free offer on all sizes as well as the 600ml blackcurrant and apple flavour. *Beecham Foods, Beecham House, Great West Road, Brentford, Middlesex.*

Rimmel fix-it

Rimmel are launching moisturising shadow control, a cream designed to fix eye make-up.

Rimmel claim the product also moisturises and intensifies the colour and sparkle of eye shadows. *Rimmel International Ltd, 17 Cavendish Square, London.*

A-tissue

An on-pack promotion of the Kleenex Velvet range is offering a Fluffy Fibre toy at a discount price (£3.75) with proofs of purchase for the next eight weeks. Distributed by: *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

Kimberly-Clark are introducing Ballet facial tissues. The blue and white box of 75 mansize two-ply tissues will retail at around £0.49. *Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent.*

WINTER
IS ON ITS WAY

Get your stocks of **ALGIPAN**... ...now!

The Algipan range now includes
40 and 80g tubes, and
the new big value spray

20% extra,
FREE

And you can win a free weekend away
with Algipan — see your local Wyeth
representative, or call Wyeth
Laboratories on 06286 4377 Ext. 4519
for full details.

Display and recommend

ALGIPAN

The warming way to ease muscular aches and pains



WYETH
FAMILY HEALTH

Wyeth Laboratories, Huntercombe Lane South, Taplaw, Maidenhead, Berks SL6 0PH *trade marks



There are 50 million bacteria on the average teenager's face. 50 million bacteria which can cause spots. Which is why you should be advising your teenage customers to use the Cepton range. Because Cepton has been specially formulated to kill bacteria and therefore help prevent spots.

The three products in the Cepton range: skin wash, lotion and gel, all contain 'Hidramine', a powerful bacter-

icide developed by ICI to protect both patients and staff from infection in the operating theatre.

Hidramine continues its anti-bacterial action for hours after use, forming a protective antiseptic 'shield' over the skin and building a lasting resistance to acne and spots.

Hidramine reduces bacteria on the skin by a dramatic 37.1% — ordinary soap is just 17.7% effective. Which means day to day use of Cepton in place of regular

soap will help ensure that once spots have cleared they don't return.

Cepton is currently being supported by a powerful campaign in teenage magazines. Its aim is to tell your customers the encouraging facts about Cepton.

So next time you're asked for advice, recommend the Cepton range.

Because prevention is better than spots.

Care 
Laboratories Ltd.



Libra add to liner-up

Sancella are adding individually-wrapped panty liners to their range in October, as well as promoting their standard liners at a special price of £0.99.

The company says panty liners have been the fastest-growing sector of the

sanpro market over the last five years, and forecasts 19.5 per cent growth by volume in 1986. The reasons for this, say Sancella, are aggressive pricing and promotions that have attracted new users, and increased usage by existing purchasers — particularly a tendency towards buying larger packs which is leading consumers to use more.

Libra individually-wrapped liners come in a drawstring polybag designed to be resealable for hygiene and convenience. Each pack contains 30 sachets in a green taffeta design. Introductory packs will be flashed £0.89.

Both the individually-wrapped variant and the standard liners will be advertised in the women's Press during 1987.

Bowater-Scott Corporation Ltd, Bowater-Scott House, East Grinstead, West Sussex RH19 1UR.

A Wizard win?

E.R. Howard Ltd are offering a holiday competition through an on-pack promotion for Wizard floral fragrance air freshener.

The winner of the competition, which closes on January 31, 1987, will get a holiday visiting the bulb fields of Amsterdam, and the 25 runners-up will receive £10 Interflora gift vouchers.

Distributed by: *Jenks Brokerage, Castle House, 71 Desborough Road, High Wycombe, Bucks HP11 2HS.*

On your bike!

Larkhall Laboratories are supporting Trufree Tandem IQ tablets with a £100,000 national Press and radio advertising campaign. Radio advertisements will begin on Capital Radio in the first week of

October, and will extend to radio stations nationwide in subsequent weeks. Advertisements will appear in *Green Cuisine, Healthier Living, Health Express, Holland and Barratt's Autumn Health*, and their Christmas catalogue.

The pack (£4.95), contains vitamin C tablets (30) and multivitamins and mineral tablets (30). POS and promotional material, including a free booklet and a poster, are available from *Larkhall Laboratories, 225-229 Putney Bridge Road, London.*

Mercurial...

"Quicksilver colours" is the latest cosmetic range from Estee Lauder, including gala pink and gilded rose blushers (£9), silver, brandy and black velvet eye definer (£8), and sequin pink/late night violet eyeshadow duo (£8.25). *Estee Lauder Cosmetics Ltd, 71 Grosvenor Street, London W1X 0BH.*

Nappy event

Peaudouce's Lovmi disposable nappies have been improved, repacked and are being relaunched.

The nappies now have resealable tapes and body-shaped padding and are available in a new maxi 8-pack (£0.95). The relaunch will be supported by television advertising in Lancashire for the next eight weeks, featuring the Lovmi cartoon character Bobby Bathbun. *Peaudouce (UK) Ltd, Rye Road, Hoddesdon, Herts EN11 0EL.*

Sensitive touch

Oral-B Laboratories are launching a toothbrush for sensitive teeth.

The Oral-B Sensitive (£1.05) is designed with extra soft and fine end-rounded filaments, and the company says it responds to consumer demand for a product which copes with sensitive teeth and gums.

Packaging will co-ordinate with other Oral-B products, while clearly positioning the product to sensitive teeth sufferers. Display outers, housing 12 brushes, are



available to stand alone or slot into a merchandiser. *Oral-B Laboratories Ltd, Gatehouse Road, Aylesbury, Bucks.*

CAN 1½ SQUARE FEET OF COUNTER SPACE PAY THE RENT?

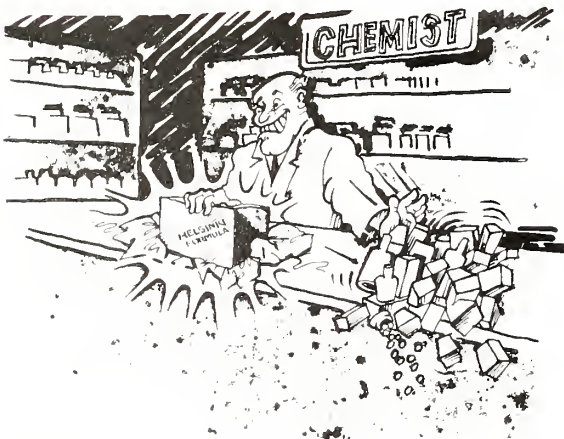
MOVE OVER THE PEANUTS — MAKE ROOM FOR

The Helsinki Formula

Your profit on this amazing new product is £8.32 per unit. With our powerful Point of Sale material, advertising and P.R. we make it easy for you.

Get going now by phoning us on 01-388 6222, and look out for our representatives. They will be bringing news not only about PROFIT, but a possible FREE TRIP TO THE CARRIBEAN.

ALSO — While supplies last, your opening order of 1 dozen packs or more gets you a FREE SONY WALKMAN!



FLU

COULD RUIN YOUR PLANS

PLANNING AGAINST FLU

MFV-Ject[®]

INFLUENZA VACCINE

Doctors are now planning their flu vaccination programmes. Of course, you will want to be prepared when the first prescription for MFV-Ject[®] Influenza Vaccine arrives so now is the time to order your stocks.



MFV-Ject[®] is a highly purified split-virus vaccine available in a mono-dose pre-filled syringe with a small needle designed to increase patient acceptability.

Abbreviated prescribing information. Name of Product MFV-Ject[®] MERIEUX INFLUENZA VACCINE. Inactivated influenza Vaccine (split virion) BP. **Presentation:** MFV-Ject[®] is available in mono-dose pre-filled syringes MFV-Ject[®] is Inactivated Influenza Vaccine (Split virion) BP, purified by zonal ultracentrifugation and extraction with ether. The strains of influenza virus contained in the vaccine will be those recommended by the World Health Organisation for the winter of 1986/87. Not more than 0.05mg thiomersal as a preservative. **Uses:** Prophylaxis against influenza. **Dosage and Administration:** By subcutaneous or intramuscular injection. Adults and children over 13 years of age: Single dose 0.5ml. Children under 13 years of age: Not recommended. The vaccine should be allowed to reach room temperature before use. **Contra-indications, Warnings etc. Contra-indications:** Persons known to have sensitivity to egg protein. **Side effects:** The incidence of side-effects with the vaccine is minimal due to the purification method; however, a transient erythema, tenderness or pain at the site of injection or mild fever may appear within the first 48 hours. **Precautions:** The vaccine should be used with caution in patients with a history of allergy. **Overdosage:** Not applicable. **Pharmaceutical Precautions:** Protect from light and store at 4°C. Do not freeze. **Legal Category:** POM. **Package Quantities:** Mono-dose in pre-filled syringe (0.5ml) unit dose pack. **Basic NHS Price:** Single dose syringe £3.55. Price at February 1986 (subject to change). **UK Product Licence No.** 0093/0034 (at February 1986). **Further information:** See data sheet, or contact Merieux UK Ltd, Fulmer Hall, Day Lane, Fulmer, Slough SL3 6HH. Tel: (02816) 2566. MFV-Ject[®] is a registered trade mark. For latest information.

If you would like patient information leaflets, or a representative visit, please tick the appropriate boxes

Patient information leaflets

Further information

Representative visit

NAME

BUSINESS ADDRESS

Please return to:
Servier Laboratories Limited,
Fulmer Hall, Windmill Road, Fulmer,
Slough, Bucks SL3 0BT.

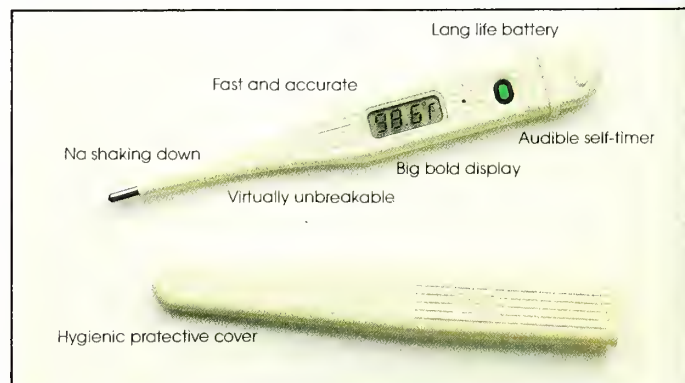
AND NOW ANOTHER GREAT PROFIT-MAKING OPPORTUNITY FROM **B-D**!

Following the rapidly established marketing success of **B-D PLASTIPAK*** and **B-D LO-DOSE*** insulin syringes, Becton Dickinson now introduce the New **B-D** Digital Thermometer.

60% of UK households do not possess a clinical thermometer of any type, and research shows that consumer recognition of the **B-D** Digital Thermometer's many advantages adds up to an outstanding sales opportunity.

Literally millions of mothers with young children will be reading about all these advantages in a host of major magazines,

Mother & Baby, Parents, Woman's Own and TV Times to name but a few. And in selected areas, 85% of all new mums will receive a special incentive through a Bounty Baby Promotion. The whole campaign will run for a full 9 months, including



**MASSIVE
MULTI-MEDIA
STARTS OCTOBER**
Full pages 4 colour in women's magazines
plus regional TV and Bounty Gift packs.



the entire winter period. This heavyweight campaign, plus the proven marketing drive of Becton Dickinson, means big sales and extra profits for you.

So don't miss out. Stock the new **B-D** Digital Thermometer now. Your customers will be asking for it by name.

NEW **B-D** DIGITAL THERMOMETER

Safe, fast, and easy to read



7.5%
SELL-IN DISCOUNT
FOR EVERY 3 ORDERED!
AVAILABLE FROM YOUR
NORMAL WHOLESALER

**BECTON
DICKINSON**

Becton Dickinson UK Limited, Between Towns Road, Cowley, Oxford OX4 3LY Tel. 0865 777722

B-D PLASTIPAK and LO-DOSE are trademarks of Becton Dickinson & Company



Testing, testing

Abbott Laboratories are introducing Test Pack hCG-Urine which contains 20 pregnancy testing kits (£38.00) for pharmacy use.

The tests use a double monoclonal antibody enzyme immunoassay system which prevents any cross-reactivity with LH, FSH, and TSH say Abbott. Total test time is four minutes with positive results available in 1½ to 2 minutes. A positive result shows up as a blue cross (+) on the reaction disc, and a negative result as a blue minus sign (-). No visible result indicates an error in the procedure or inactive reagents. Sensitivity (accurate at 50 mIU/ml hCG) allows detection as early as four to five days before a missed period, Abbott claim.

The kits have a shelf life of six weeks if unrefrigerated and six months if refrigerated. *Abbott Laboratories Ltd, Queensborough, Kent ME11 5EL.*

Kid's stuff

Panpharma are relaunching Medised, their paracetamol-based children's analgesic, with a new economy size (140ml, £1.79) in an OTC carton. Each 5ml dose contains 120mg paracetamol.

Medised will be supported with full-page colour advertisements in *Living Magazine*, *Family Circle*, *Good Housekeeping*, *Mother and Baby* and others in the women's Press. POS material includes shelf-strips, door and till stickers, and free give-away stickers for children. Bonus offers of extra bottles of Medised and Propain are available. *Panpharma Ltd, Hayes Gate House, 27 Uxbridge Road, Hayes, Middlesex UB4 0JN.*

Silastic expands

Wellcome are complementing their Silastic foam dressing with foam sheeting and gel sheeting.

Silastic foam sheeting is for the management of open, shallow wounds, both acute and chronic. It is available in two sizes, both 4mm thick, 100 by 150mm (10 £44.20) and 150 by 300mm (10 £132.20).

Silastic gel sheeting is for the management and treatment of hypertrophic scarring, scalds and burns. It is 3.5mm thick and measures 145mm by 120mm (10 £77.50). Initial demand is expected from hospitals only. *The Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire CW1 1UB.*

Alexan 100

Pfizer, in response to clinical demand for a higher concentration formulation of cytarasine, are introducing 100mg per ml Alexan 100. The preconstituted ampoules are available in two sizes: 100mg in 1ml (10 £26.46) and 1000mg in 10ml (5 £132.30). Product Licence 0057/0259 *Pfizer Ltd, Sandwich, Kent CT13 9NJ.*

BRIEFS

The appearance of Slo-Phyllin capsule shells is changing. The new shells are printed with the product name, strength and "Lipha". The 125mg capsules are available now, and the 60mg and 250mg strengths towards the end of the year. All other aspects are unchanged. *Lipha Pharmaceuticals Ltd, Harrier House, High Street, Yiewsley, West Drayton, Middlesex UB7 7QG.*

Kerfoot's new October price list features a Winter bonus offer on 20 generic

antibiotics, which are included in two special packages. A £200 purchase is linked to offers on co-proxamol and co-codaprin, while a £500 package also includes a free bonus on flucloxacillin capsules. New prices on atenolol are linked to a free bonus on paracetamol blister packs. Full details from *Thomas Kerfoot & Co Ltd, Vale of Bardsley, Ashton-under-Lyne, Lancs OL7 9RR.*

Ortho-Cilag are introducing a **Gyno-Pevaryl pessary and cream combination pack** in their Gyno-Pevaryl range, in response to doctor's demand. Each pack contains one Gyno-Pevaryl 1 vaginal pessary, and one 15g tube of econazole nitrate 1 per cent w/w cream (£5.84) to be available from October 10. The new pack is distinguished from existing Gyno-Pevaryl packs by a red flash say *Ortho-Cilag Pharmaceuticals Ltd, Saunderton, High Wycombe, Bucks.*

The packaging of Lioresal tablets 10mg will be changing shortly to blister packs. The tablets, pack size, and price are unchanged. **Butacote tablets 100 mg** are changing to a new presentation. "Geigy" will continue to be printed on one side, but the letters "DM" will now be printed on the other. The tablets are otherwise unchanged. **A five ampoule pack of Synacthen 250 micrograms per ml** (£4.67 trade) is replacing the current pack of six ampoules. This change will take place around the second week in October say *Ciba Laboratories, Wimblehurst Road, Horsham, West Sussex RH12 4AB.*

Galen say they intend to supply mint flavour **magaldrate suspension** (Dynese) on all open orders and supply orange only when specifically requested. This is due to changing market preference, the company is receiving increased demand for the mint flavour, with a decline in original orange. *Galen Ltd, Seagoe Industrial Estate, Craigavon, Northern Ireland BT63 5QD.*

IMPORTANT

In 1987 'Holiday Traveller' Magazine will reach five million committed holidaymakers in time for their pre-holiday shop. Products advertised will include Skin-Care, Toiletries, Antidiarrhoeals, Insect Repellent and many more.

Check that you have adequate stocks of the advertised products to meet demand.

Further information will be advertised.

C.S. Marketing Ltd.

59 Churchfield Road, London W3 6AU.

CHEMIST & DRUGGIST

Warner Lambert Supplement

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How Warner Lambert expand their business — and yours

Growth and expansion are the words that spring to the mind of marketing director John Ball to describe the first four years of Warner Lambert Health Care. In that time the company has seen a doubling of profits and turnover, the development of an impressive product portfolio with many market-leading brands and an attainment of status which justifiably ranks it in the forefront of leading self-medication and toiletry companies. In pharmacies, it is the largest.

Its success has come at a time when some competitors have had scant reason to feel as confident about the future. While others have disbanded or retracted their selling operations to match their own achievements, Warner Lambert have been able to do the opposite.

From the beginning of October WL is dividing its salesforce into two — one for self-medication and oral hygiene, and one for haircare (see page 564). This expanded sales operation does not represent a managerial change, but will enable the company to handle a growing portfolio of brands and to specialise in the respective categories — all to the benefit of the trade customers and the consumer.

It is a situation with which WL should feel well-pleased. For it is yet another indication that its strategy has worked of investing behind its existing brands with vigorous promotion and of introducing

significant new ones.

"Nearly 20 per cent of our turnover is now derived from products which did not exist in 1982," explains John Ball — whose arrival coincided with the formation of the new division, comprising the OTC arm of Parke Davis and the toiletries wing of the then Halls Hudnut. Previously, Halls Hudnut marketed and sold both toiletries and confectionery which, in the words of Mr Ball, was "not a happy marriage".

The main advantage of the reorganisation was to focus attention on specific types of business. "If you have a distribution network which is of prime importance, ie retail pharmacies, then you must get maximum use of your salesforce and its skills in terms of related markets," Mr Ball says. "This is equally applicable to the current change which has, in part, been precipitated by new product introduction".

Poly Foam Perm...Poly Hi-Lights ...

Sinutab ... Poly Papilloten ... Beach Blonde ... are examples. Poly Foam Perm and Hi-Lights lead their respective markets while Sinutab vies for the number one spot in its market. "The reason for their success is a combination of being first in the market, technical innovation and distinct product positioning," says Mr Ball.

"Our strategy is that a heavy new product programme will continue apace in both OTC and toiletry categories with brands which will have the same kind of advantages offered by their successful forerunners".

Somewhat ironically, the other main aspect of development comes not from new products, but from those which are well established, some over very many years. WL's advertising and promotional budget is two and a half times what it was in '82 — two products to benefit especially from this policy are Benylin and Listerine.

continued on p569

One into two will go – Warner Lambert re-organise salesforce

A major challenge facing any expanding company is to ensure that the service given to its customers keeps pace with a developing product portfolio. As part of its policy of regularly reviewing its methods of sales and distribution Warner Lambert Health Care has instigated a major expansion and re-organisation of its salesforce. John Taylor, general sales manager, explains why...

Since the Health Care Division of Warner Lambert was formed in 1982 we have seen aggressive penetration of the market across our whole brand portfolio, making us today's leading OTC company. We have an enviable list of brand leaders, and also boast the fastest growing haircare business of any company in the UK. Divisional growth in

1984 and 1983 was 16 per cent and 24 per cent respectively and forecasts predict '86 will maintain this momentum.

In view of this speed of development we decided some time ago to look closely at the way we were servicing the trade. This was to highlight any potential problem areas and resolve them before they even surfaced. We looked at where we were going in each business sector.

Essentially we found that, against a background of our active development of existing brands and our aggressive new product programme, the trade has become more and more specialised in its purchasing policies.

In any one buying situation we were not always satisfied that we were able to promote our entire brand range effectively and often we were talking to different buyers for OTC and haircare sectors.

In answer to those developments, we are re-organising our salesforce into two independent groups — one dealing with OTC and toiletries, the other handling exclusively the haircare range. This was put into operation this week and we believe will radically improve use of buyers' time and enable us to put a range of promotional activities into operation, using our field resources to the maximum benefit of the retailer.


The smaller portfolio being covered by any particular representative will also allow a weight of servicing specific to the customer's business requirements, and generate a better understanding of the trade's needs.

Putting this plan into operation was a



John Taylor, general sales manager

major project in itself. We tied in with Sales Performance Analysis Ltd (SPA) to develop sales territories giving minimum drive between calls. This was done by using personalised computer programmes working on our customers' postcodes. This then generated journey plans for sales



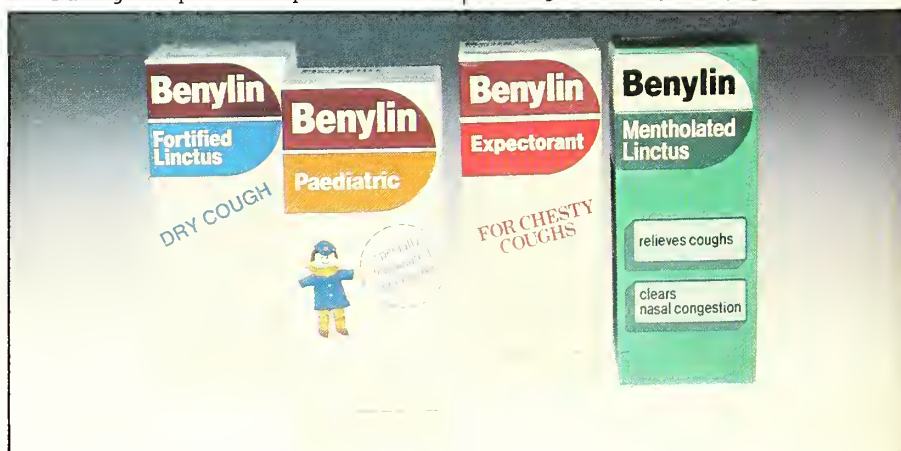
anusol

A word of professional comfort for your customers.

Active ingredients: Bismuth oxide, Balsam Peru, Zinc oxide and Bismuth subgallate.

Further information and data sheet available on request.

Anusol is a trade mark.



Benylin, billed as the number one name for coughs and, since the Limited List, one of the biggest advertisers too

representatives incorporating early closing days, customers' preferred visiting times, and varying call frequencies. This use of the latest software technology available gives us the most efficient servicing plan that is possible.

Both sales forces have a national sales manager reporting into me. On the haircare side the sales team comprises 13 sales representatives with five district/national account managers. The self-medication sales team comprises 21 sales representatives plus five district/national account managers, reflecting the strength of our OTC brands in the market place.

Our aim is to promote the throughput of our products to the consumer. To this end each of our representatives will be detailing the brands with merchandising materials, promotional support and pricing policies, making our products more competitive and helping maximise your sales.

By the end of this year all the new representatives will have introduced themselves to you.

By developing our field force in this way we have equipped ourselves to provide the level of service to you which is commensurate with our leading position in the healthcare market. As our product portfolio continues to expand, we have the capacity of two dedicated teams to ensure success.

This commitment to growth — both of existing brands and in diversification — is the platform for our continued expansion. We are well aware that by working together we will both benefit in the long term.

A pharmacist's view

At last! Someone has realised that big is not necessarily beautiful.

Amalgamations over the years have produced larger companies with ever larger lists of rarely related products — a buyers nightmare — and one insidiously transferred to me, because pharmaceuticals are invariably involved. This leaves my staff with progressively less buying responsibilities. However, my time is valuable because, victims of our own propaganda, I am also finding an increasing public demand for the advisory role I welcome, but one which invariably pressurises my time. Warner Lambert have recognised this problem which is one of the major reasons for the current split of its salesforce between pharmaceutical and haircare. In a competitive environment most pharmacists now understand the necessity for good staff training. It needs very little extension of this training to allow them to assume the responsibilities for ordering within their own product specialisation.

Hair care is a specialised and commercially important section of my shop. The woman responsible has been with me for many years but was originally trained as a hairdresser. She is ideally suited to talk with both customers and representatives and has developed our hair care section to my advantage — and the bank managers! It is illogical for her to discuss knowledgeably



Pharmacist David Reid

the marketing aspects of hair products and then have me do the buying.

I am, therefore, only too pleased to be able to pass total responsibility for the new Poly rep over to her so that she will more fully understand the interplay of market forces. Here the reasons for recommending a particular product are more subtle than merely being the right colour. She will learn about profit margins, advertising schedules, fashion trends, new products etc so that her buying reasons will then more easily be transformed into selling technique. This should increase her job satisfaction and benefit both Warner Lambert, and my business interests.

So what are the advantages for me the harassed pharmacy proprietor of this new, doubly-represented, Warner Lambert? "Time," in a nutshell. Over the years the demands on my time from a multitude of sources have increased, far beyond my capacity to satisfy them. The net result has been a business inefficiency I have only recently come to appreciate. The splitting of a salesforce, to allow me to delegate to members of my staff those responsibilities for marketing and buying in which they were specifically trained, will allow me to concentrate, with the aid of new representation, on the pharmaceutical areas of commerce which are my main concerns.

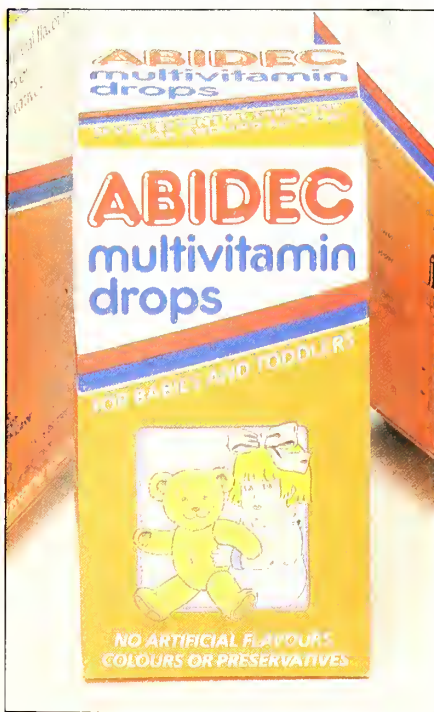
I look forward to passing the Poly rep onto Barbara and welcoming his OTC colleague into my humble office. Barbara will feel more involved in the business, I will have more time with less pressure, and we shall both thank Warner Lambert for this small contribution to my sanity.

Facelift for Abidec

Abidec, the multivitamin supplement for healthy babies, is to receive a facelift. The pack has been redesigned with striking colours — red and blue on orange — to create an appealing and up-to-date appearance.

Costing just 4p a day Abidec is an effective, safe way of giving babies seven vitamins essential to growth, with no artificial flavours or colourings or risk of hypersensitivity.

The new pack features a small girl clutching a teddy bear. This theme is carried through the brand support emphasising Abidec's benefits to healthy babies and toddlers. Advertising is being supplemented by posters and a booklet on children's vitamin requirements which will be mailed to health visitors. POS material includes display outers of six, with space for the booklet and shelf strips.



The redesigned Abidec pack

Papilloten puts on the style

Results from a packaging survey commissioned by Warner Lambert into their temporary styling-brand — Poly Papilloten, has resulted in a redesigned pack to make it even more appealing visually.

Returned in-pack questionnaires showed that consumers found the product easy to use on all lengths of hair to give temporary curls which can be easily washed out. Some 80 per cent said they would repeat purchase.

Warner Lambert are confident that the new look will stimulate increased sales, especially with the young. The pack now consists of a handy, clear PVC wallet, showing the flexible styling rods which come complete with the spray. In addition there is a new brand logo and introduction booklet. In response to consumer demand, for the first time the spray is also available separately.

Support for the brand breaks in early December and is based around poster and women's Press advertising capitalising on the pre-Christmas period.

New life for Lifestyles

Lifestyles, the contraceptive sheath from Warner Lambert Health Care, is now available in 3-packs, in addition to the 10-pack size currently on sale.

The Nuda and Stimula 3-packs still feature the "loving couple" on the larger variety and are also in red and green, though the colours have been toned down to present a more modern image.

The new packs will be price flashed at "50p" for Nuda and "55p" for Stimula.



New packs for Lifestyles

Poly colours get the 'mix and match' treatment with Shademates

One of the major consumer barriers against the buying of permanent hair colourants has traditionally been the fear of not being happy with the results. There has always been a worry that the final colour will not match up either to expectations or to the colour illustrated on pack.

Now Poly, the hair care from Warner Lambert, has a new product, Shademates, to bridge this gap and expand the total market for permanent colourants.

Shademates applies the same principles to hair that proved so successful in the home paint market with the introduction of Matchpots. Essentially a range of sample packs across the Poly Tint colours, the Shademates kit contains a miniature tube of the colourant, a small bottle of developer, a spatula and a plastic dish.

By taking a small lock of hair and colouring it in the dish provided using the Shademates kit, it is possible to gauge the

results of a complete colour change, or even test a number of different options before making a final decision.

Shademates costs just £0.50 and contains a voucher for this amount which is redeemable when purchasing the Poly Tint shade of choice.

Research commissioned during development has justified an immediate national launch. Around 84 per cent of all women asked said they would use it before colouring their hair. Furthermore, 83 per cent of women who had never used a colourant said it would make them try it to see the results.

Support of the launch will include a £1.5m television campaign to highlight the "try it and see" concept. This campaign will break in early November. A 48cm wide two-tier unit is provided for in-store counter or shelf merchandising, displaying all ten shades in the range.



Shademates meet their match

Day & Night gets night and day test in Yorkshire TV

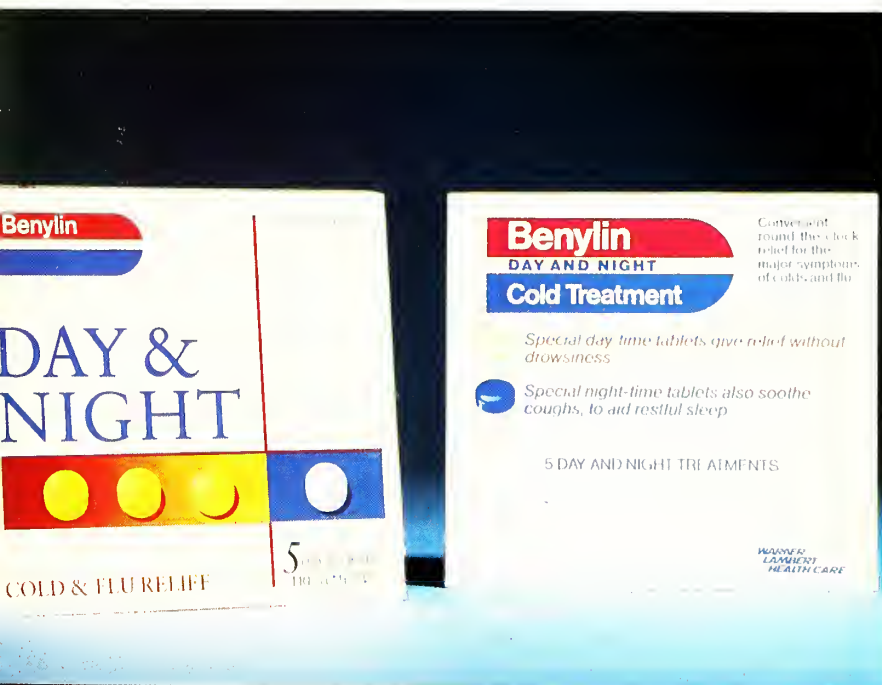
With its Sinutab brand already a market leader in the treatment of sinus problems, Warner Lambert have re-launched a more general cold treatment — Day and Night from Benylin — giving the treatment the credibility of being part of the popular range. In tablet form, it offers day and night

relief from the symptoms of colds and flu for up to five days.

Day & Night is currently on market test in Yorkshire backed by a £1.1m television campaign and will be available nationally at the beginning of next year.

The new, up-to-date packaging contains three yellow tablets for each day giving relief from runny nose, headache and shivering, and one blue night time tablet which eases breathing and promotes restful sleep.

WL clearly believes it has a winner with the brand. Research has shown that consumers find the portability a major advantage, and advertising and merchandising support has already been launched. The company is looking for Day and Night to attain a significant market share in 12 months.



Benylin Day and Night — the new and the old. The brand has been re-packaged for added consumer appeal

Remegel and Mediquell — an effective new duo from Warner Lambert



Innovation by Warner brings relief on two fronts...

New product development is seen as key to the successful growth of Warner Lambert and, despite the confidentiality naturally surrounding the subject, many brands are emerging as potential winners for 1987.

Here we highlight two innovative products which look set to take their markets by storm. Both use the corporate expertise developed by Warner Lambert in the manufacture of confectionery and medicines, making them palatable and portable.

...Remegel can put 'wind' into everyone's sales

Remegel is a fast acting indigestion remedy in a soft nougat base. This gives the product a big advantage over traditional treatments which, though effective, leave a chalky, gritty feeling in the mouth.

Remegel goes on test market in Tyne Tees this month. Television advertising, with a national equivalent of £2m, will support the sell-in throughout the year. While on test, Remegel will be imported from the United States and packaged in the UK. However, when the product goes national the company will be utilising resources at its Manchester-based Hall's factory.

...and Mediquell solves ticklish problem

Mediquell, launched in Scotland this month, is the first truly portable and effective cough treatment.

Dextromethorphan is the active ingredient contained in a cherry flavoured chewy square. Just two squares can give up to four hours' continuous relief from irritating tickly coughs. Due to the formulation and product format, it is ideal for use during the day or out of the home.



Metatone Tonic — repackaged earlier this year

Metatone — a tonic for the consumer

Benylin was not the only Warner Lambert product affected by the Limited List. Metatone, too — previously the most prescribed tonic — was excluded from future prescriptions.

Warner Lambert undertook extensive consumer research post-Limited List to determine attitudes towards the use of tonics and vitamin supplements.

As a result, Metatone has been repackaged with a new carton and bottle label.

The relaunch — at the beginning of this year — was backed with a £500,000 advertising campaign in newspapers, Sunday supplements and women's magazines.

It has led to 30 per cent extra sales and an increase in market share from 30 per cent to 38 per cent, firmly establishing the brand's market leadership.

Plans are now underway to increase the advertising spend during Winter '86 and Spring '87 with an upweighted Press campaign which follows the same strategy as the last one.

ON TV THIS AUTUMN

Benylin Expectorant:	All areas
Benylin Paediatric:	All areas
Sinutab:	All areas
Benylin Day & Night:	Y
Listerine:	All areas
Mediquell:	STV
Remagel:	TT
Vegamin:	Y,G
Poly Foam Perm:	coming shortly 60pc UK
Poly Tint:	coming shortly 50pc UK

The rise and rise of Benylin — the medicine the black list failed to limit

After the introduction of the Limited List on April 1, 1985 marketing analysts were unanimous — a rare event. They said the market for OTC cough/cold relief products would increase significantly through the ensuing 12 months. Estimates varied from 15 per cent to 50 per cent. Plans were laid accordingly. Now, 18 months later, the reality has proved somewhat different.

Through last Winter there was a marked decrease in illness incidence, and the demand for cough/cold relief products fell accordingly, leading to a total market decline of around 10 per cent. While many brands are struggling to maintain a viable sales volume, one range of products that appears to have succeeded in the face of adversity is Benylin, billed as the "number one" name in coughs.

From the day Norman Fowler introduced the Limited List, Warner Lambert initiated an aggressive campaign to ensure that Benylin retained its brand leadership. The company's confidence in the brand was demonstrated by the massive re-investment programme to support it. This began with extensive research with the consumer.

The next step was to gauge reaction to Benylin's television advertising. This was done with a series of test campaigns in



Advertising for Benylin paediatric

London and Yorkshire. The results of these showed that sales grew at over twice the rate in areas receiving the TV support. This led to the development of the September '85 national campaign for Benylin expectorant, with an additional boost for Benylin paediatric in Yorkshire and the Midlands.

As a result of this heavyweight support programme the Benylin range has seen a growth of 26 per cent by volume, increasing its market share by four points to over 35 per cent against a background of a flat overall market. It is still the number one pharmacy product and with another national TV campaign breaking this month, Benylin looks set to maintain this position.

While Warner Lambert are obviously delighted by the continuing strength of Benylin the company is cautious about overall market predictions. If the brand is to maintain its lead it must continue to develop the whole market through the coming Winter.

Advertising is obviously crucial to this, but so, too, is the maintenance of the brand's good reputation with the pharmacist. A great deal of Benylin's long term success has been due to the pharmacist recognising it as offering the most effective, safe relief from a variety of coughs. Support to the pharmacist will continue to be key to Warner Lambert's marketing policy. Window displays will be available in January and February as part of this commitment, and other promotions will be following.

Warner Lambert believe Benylin to be the best cough treatment on the market. In order to maintain this belief and the confidence of the trade and consumer, the company is firmly committed to supporting the brand with all available resources.



Still from Benylin advertisement

continued from p563

Prior to the implementation of the Limited List in April 1985, Benylin was sold OTC by WL and as a prescription product by the ethical division of Warner Lambert UK, namely Parke Davis.

"Between 1982 and 1984, with aggressive in-store promotion and detailing to gain pharmacy support, Benylin produced a creditable performance in the market-place. It was, however, the Limited List which gave us the opportunity to promote it directly to the consumer, and the brand was on television from day one."

Since then, both Benylin sales and its market share have increased dramatically in response to heavy advertising. It is now firmly entrenched as the largest-selling pharmacy brand. "While this has been very encouraging for our own division, the situation for the company overall has not been good. Benylin was a significant script product, and the sales and profits from that disappeared overnight."

Listerine, like Benylin, has been around for many years, and again, like Benylin has responded dramatically to the relatively recently introduced programme of promotion. Before 1984, it was not advertised outside London. In the US, however, it was a massive brand for the Warner Lambert Corporation. John Ball explains: "We decided that here was a brand with great character. With its distinctive packaging and taste, it was ideal to use to spearhead the growth of the mouthwash market — a market with tremendous UK potential."

The Clifford the Dragon television campaign has proved — and is continuing to prove — extremely successful both for Listerine and its sister product Listermint, and for the expansion of the market overall. Listerine and Listermint now command over 60 per cent of the £10m market, and that market is growing by 25 per cent per annum.

Other brands, too, are producing notable results — Anusol, Caladryl, Metatone, Oraldene, Fashion Style, to name but a few. However Mr Ball confesses that Lifestyles is an exception.

"The reason Lifestyles has not been as successful as we would have liked is because serious media restrictions prevented us from producing consumer advertising which would emphasise our point-of-difference in image terms to that of competitor," explains Mr Ball. "We also experienced consumers who were saying one thing in research and when faced with the reality of choosing an alternative to the brand leader in-store, reacted differently in this very sensitive market. The brand however continues to grow but off a lower base than planned."

It is not only product images and identities that WL has developed but also those of the company itself. Says Mr Ball: "When the division was formed, there was, not surprisingly, little consumer awareness of

WL. The trade, too, was confused about its persona because of the various name changes. We set out to alter that situation and to create a corporate identity."

Old company names have been removed from packs, unless retained for legal reasons, and the Warner Lambert logo put on all products, promotional and advertising material. "We have made real progress in establishing ourselves corporately with both trade and consumer."

So to what does WL attribute its success? Much of it, according to John Ball, is perspective on the time one is prepared to invest in building brands, especially those in the OTC markets. "Many such markets are constituted by brands with shares held for perhaps ten years or more."

"In a flat market the only way to be successful is by boosting your share because the market itself is not expanding. And even with huge advertising budgets, it is difficult to boost share in a mature market unless you have something distinctive and new to offer."

WL believe they can overcome this in their own areas of strength — OTC, oral hygiene and hair care. "Despite the fact that in many of these markets volume growth is

not massive, through effective positioning and investment we will look to continue to expand through new products and through further development of existing key mature brands," Mr Ball says.

The company emphasises its continued support for the pharmacist, as demonstrated over the last few years. Currently, over half its sales are through independent and multiple pharmacies, with an additional quarter through Boots. "We see further growth in terms of new pharmacy-only medicines, all with investment support. However, with some other products, where the nature of the particular market necessitates other distribution channels, clearly we must pursue these."

WL does not necessarily identify itself with any of its obvious competitors in distribution terms. "We see ourselves as a company which manufactures a wide range of products, some widely distributed, some only distributed in pharmacy."

Mr Ball concludes: "But what the pharmacist can be sure of is that we will continue to give him maximum support in advertising, margins, and POS on all products, whatever category they may be."

Clifford breathes fire into Listerine

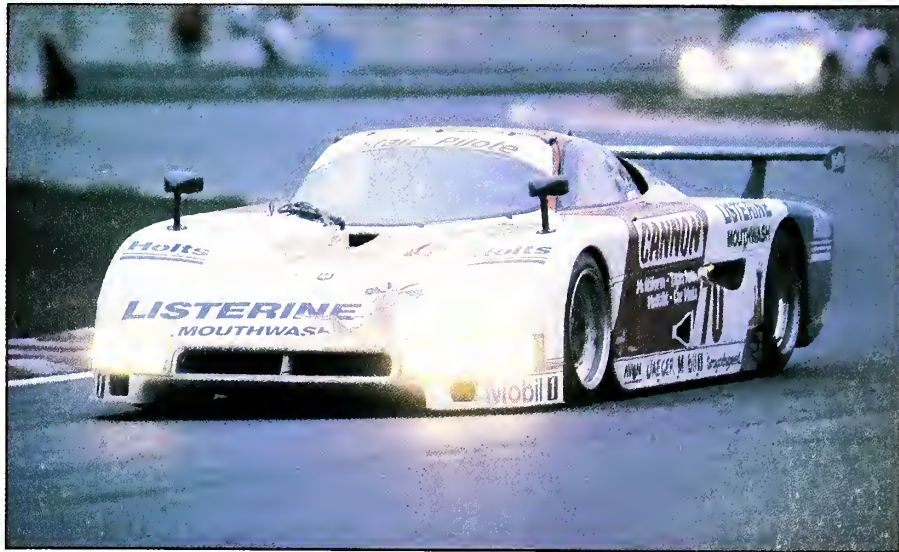
With the mouthwash market currently expanding by around 30 per cent year on year, Warner Lamberts' mouthwash brands have consolidated their position as brand leaders to the extent that Listerine and Listermint now hold a 70 per cent market

share overall, and 77 per cent of the pharmacy market.

Forecasts for the two brands are for 20 per cent per annum growth by volume over the next three years with Warner Lambert continuing to lead and expand the market.

To support this growth a new national £1.2m campaign breaks this month with a second commercial featuring the popular Clifford the Dragon character and his girlfriend.

Concern with fresh breath, coupled with greater awareness of oral hygiene, has also meant that the new Listermint with Fluoride brand is the fastest growing variety within the portfolio.



The Listerine-sponsored car at Le Mans



A GOLDEN YEAR IN SIGHT...

Your average 10th century Chinaman wouldn't have been too keen for the neighbours to know he'd been hauled up before a court. So the Chinese invented sunglasses to hide their embarrassment. Seems familiar... But it's a pretty safe bet they didn't use polarising

lenses. Because they were only patented in 1937 — by Polaroid's founder, Dr Edwin Land. Next year you can celebrate their golden jubilee. And you won't be the only one...



Going for gold in the new season



Polaroid are, naturally, out to remind us all of their role in the history of the polarising lens. Their own exclusive patent has long since run out and they're not the only makers of this synthetic light filter. But just in case that leads to a lapse of memory about the original link, the company has called next year's range the Golden Jubilee Collection.

It's a range described by sales manager Ian Yule in no uncertain terms: "The best we've had for many years. This last year has been a good season all in all and we're increasing our budget and spending more, so it should be even better this time".

With yet another mainly dismal Summer hitting Britain, hordes of people have been heading abroad, pausing only to pick up their sunglasses before they go, because "they're cheaper and better value for money over here," explains Mr Yule. "So our sales have been a lot better than we might have expected". And in case the retailer feels left out of all this holiday-making, Polaroid have come up with a holiday voucher promotion which, as Mr Yule puts it, "gives the chemists some sunshine at the end of the season at our expense — which I'm sure they'll appreciate".

Retailers ordering the three dozen pack will get a £25 voucher; the six dozen pack earns a £50 voucher and the 12 dozen brings in £100 for the holiday. The vouchers can be used until the end of 1987. "Nobody's ever done a sunglass promotion aimed at the retailer to this extent", claims Mr Yule. And Polaroid generally pride themselves on the number and variety of promotional ideas thought up for every season. Last season saw the Mexico World Cup England team kitted out with Polaroids; specs for the Whitbread Round the World yacht race crews, and a Polaroid-covered bus in the Channel Islands. Do the schemes work? "Well, it may be a coincidence, but sales in the Channel Islands have doubled. At the end of the day, these promotions are worth doing, and we'll still be doing them, for the retailer".

The company sets its sights on helping retailers sell through, rather than sale or return deals. And by "retailer" Polaroid usually mean the chemists and other established outlets, rather than the newcomer drugstores. "We don't do a lot of business with drugstores. Our outlets tend to be more traditional, because we deal with chemist wholesalers such as Numark and Unichem, as well as with the independent wholesalers. So we try and back the chemist; we don't want to get involved in price wars. Our products are all pre-priced; I don't

'87 Makers

Image

>> **Image Makers** - Foster Grant are the Image Makers. The new range of sunglasses for 1987 provides your customers with 104 different exciting styles and you with the perfect in store image.

The colourful range reflects today's fashion conscious lifestyle and provides your customers with the perfect accessory to finish an outfit and create a style. This gives you the opportunity of a longer, less seasonal sales period and encourages multiple purchase.

Our brand new merchandising includes stylish more colourful stands designed to attract more customers at the point of sale, bright, colour coded swing tickets and protective wallets.

>> **Money Makers** - To ensure you have a successful year in 1987 we're offering a fully supported promotional programme. Including merchandising in a choice of packages to guarantee optimum profitability, a personalised in store consultants programme and extensive advertising support.

Furthermore we promise year round service calls, ex-car top up orders and a special direct hot line. All of which will make our 1987 Image Makers - Money Makers for you.

To find out more about Foster Grant's Money Makers contact Schwarzkopf Ltd., Penn Road, Aylesbury, Bucks.

Tel: (0296) 88101.



FOSTER GRANT®

Image

'87 Makers

SUNGLASSES

believe there's a need to offer huge discounts on this product".

As prices have gone up for photochromic lenses, their sales have gone down, he notes. "We have photochromics at about £14 or £15 in this year's range, and I would think that their sales will diminish a little, next season. But it doesn't really worry us. When the photochromic glass was launched, the consumers bought it in huge quantities. Now they're looking for something a bit lighter; it's difficult to put this lens into a fashionable frame. So if Chance Pilkington could produce a lighter glass it would be advantageous to all concerned. In the meantime we're confident of a good year; we've got some superb products".

One of the company's high new hopes is the Benetton collection. These models, designed in conjunction with the clothes shop firm, were launched in Europe last year and into selected UK outlets earlier this year. "We sold out of every piece," says Mr Yule: so wider distribution is now on the way. The range carries five styles and seven colours, and each model — retailing at about £18 — comes with its own case.

Another new direction is the snakeskin collection, again retailing at £18, and offering cases which match the frame finish, and a range of five colour variations.

For the basic 1987 collection, Polaroid have 100 different models and a total of 300 variants.

Of the 100 products in the range, 52 per cent have Polaroid's polarising lenses and the balance have photochromic, CR39 and acrylic.

Prices start at £4.99 to £5.99 for the two-dozen clip pack; £5.99 to £8.99 for the three, four and six-dozen chemist packs; and £5.99 to £17.99 for the twelve-dozen and six dozen executive packs. Most prices stay at last year's levels. Advertising will include more television commercials in selected areas, national Press and magazine campaigns.

Polaroid are looking forward to a happy birthday year in 1987, and they're not going to be ashamed to reveal their age, as Mr Yule is the first to point out: "There won't be many other sunglass companies with a 50-year jubilee collection. We've been going for half a century — and that's quite an achievement!"

Crofton's 1987 Croptics collection brings in a total of 77 models, ranging from £5.99 for the clip overs to £10.99 for Sportif, with a fashion range set in a price range of £3.99 to £9.99.

Steady sales are reported and the firm claims to have consolidated its market position for Le Specs and Le Metal. Styles will also be included with the John Player Special black and gold livery. Distributors: Crofton Optical Group plc, Crofton House, 120 Colindale Avenue, London NW9 5HF.



On the boat, on the bus, on the ball: Polaroid's varied sponsorships



Still shining through the rain...

Rainy Bank Holidays are pretty depressing for most of us. So imagine what they're like for the sunglass trade.

But two fairly miserable Summers in a row have not stripped Foster Grant of their optimism — or, says product manager Wilma Sladen, of their sales. "It's still difficult to tell, but our sales are about £40m, with towards 7 million units. It's not really much of an increase on last year, but in the light of the Summer, it's not disappointing. And we're strengthening our position in the chemists — there's been a 10 per cent increase there, in distribution and in volume".

Foster Grant are keen to nurture their relationship with the chemist, and are building on last year's consultancy programme aimed specifically at the chemist's assistant.

Mrs Sladen describes the venture as extremely successful: "We got a lot of response, and it's a valuable link between the sales force and retailers". It's also a way of backing products not strictly within the chemist's mainstream business. "The pharmacists are professionals, interested in the day's prescriptions and the things they're trained for. They've got a vast range of items in store, and not as much time as they'd like to promote various other products. That's why we decided to go to the people who'd actually be selling the goods". More consultants will be recruited for this coming season.

One reason for this enthusiasm for the chemist is the fact that as Foster Grant see it, they occupy a fairly safe niche in the market. "Sunglasses are in drug stores, but I don't think they're taking trade away," says Mrs Sladen. "It's the fashion outlets that are taking trade, and they're not really something to worry about. There are two different types of customer involved and the traditional chemist trade is still there. It's where the consumers go who are more selective in choosing their lens types".

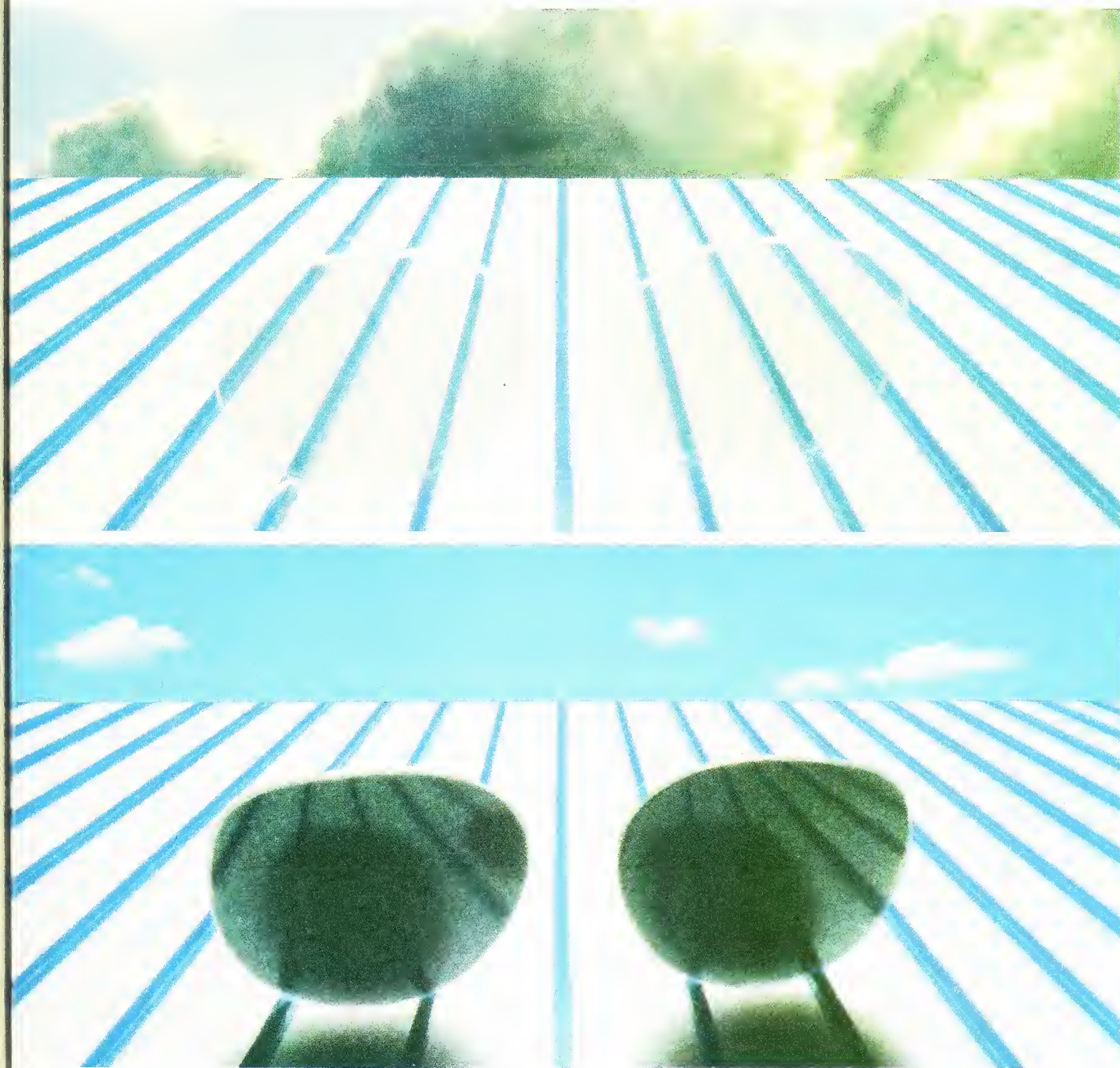
Fashion has helped over the past few years, with sunglasses adding the finishing touch to trendy outfits. But Mrs Sladen

Continued on p576



All wrapped up with Stylers, and ready for any weather... from Foster Grant

They keep selling, come rain or shine.



Only Reactolite Rapide can forecast a brighter outlook for your sunglass sales, whatever the weather.

Given the unpredictable nature of the Great British summer, at least there's one range whose sales don't depend on constant sunshine.

Especially with the backing of a completely new, stylish national advertising campaign next year. To remind millions of potential customers that Reactolite Rapide photochromic lenses think for themselves. Stay light when it's cloudy. Darken when the sun breaks through. Cut out over 98% of harmful U.V. radiation when darkened. Protect all year round.

When it comes to sales, Reactolite Rapide outshine every other type of sunglass lens. Come rain or shine.

ReactoliteTM
RAPIDE



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Telephone: St Asaph (0745) 583301. Telex: 61291.

Reactolite and Rapide are trade marks of Pilkington Brothers plc.

Continued from p574

doesn't allow the ever-changing view of What's In and What's Out to get her down. "Regardless of how much we do on the fashion side, sunglasses always sell. But people are keen to 'accessorise' at the moment, and that won't change for a while".

As for next year's look, it comes under the name of Image Makers and will be backed with new merchandisers specially for chemists, and new counter and floorstanding units. Advertising will be concentrated in the women's and national Press. Around 70 per cent of the models will be new and prices will range from £6.99 to £16.99. The standard collection consists of 33 stylers (£6.99 to £8.99); 29 Continentals, and 25 Designers; along with the 13-model Suspex collection (£6.99 to £9.99) bringing in the high fashion element.

Major colour and styling points for 1987 are white and tortoiseshell, with the two mixed on some frames; safari-type prints; John Lennon frames; wide temple, side lenses, and a plastic-metal mixed frame. And Mrs Sladen expects the soft mirror gradient to be very popular, toning down the more "sinister" full mirror effect.

Last year Mrs Sladen, though not too happy with the recently introduced plastic photochromics, was keeping a fairly open mind. Now she's prepared to be more precise: they're not for Foster Grant. "I've had a good look, and in store they don't even look photochromic. They're already quite dark, and when they change colour, they go from brown to grey-blue. You've then got to match the new lens colour to the frame. I don't believe it's as big as some do".

But the Reactolite Rapide glass photochromics are still in Foster Grant's good books, and Mrs Sladen points out: "This is the one country that has a high level of sales of photochromics. I meet with Foster Grant people all over the world and they can't believe we sell so many. Chance Pilkington are doing a good job, and a lighter lens from them would be better than plastic".

Brand shares are a shaky subject, as Mrs Sladen freely admits. "There are always lots of figures flying about. But we almost always come out at about 10 or 11 per cent. While we have grown in the chemist sector, it's probably round about the same for this year. But it's a very fragmented market, and difficult to get figures".

In the meantime, Foster Grant will be keeping a hopeful eye on the skies and hoping — along with the rest of us — for an end to the run of dreary Summers. Holidays and fashion are always there to bring the customers in. But as Mrs Sladen points out, "If the sun shines, the sales rocket!" And there can't be many sunglass makers who disagree with that. *Foster Grant, Schwarzkopf Ltd, Penn Road, Aylesbury, Bucks HP21 8HL.*



Chance Pilkington's Reactolite Rapide lenses adorn a couple of smiling faces

Looking at the market from a different point of view

A slightly different view of the sunglass market is inevitably taken by Chance Pilkington. Unlike the firms making finished product, ready-to-wear glasses — and therefore that much closer to the retailer's link in the chain — this company makes the glass itself, sub-contracting associated firms to process the lenses.

The temptation to take over the whole show — from sunglass to sunglasses — has been too much for other lens-makers in the past. As sales manager Brian McDermott pointed out, "Corning originally withdrew their lenses from the market and went into the finished products sector. But it didn't work and they reversed the policy". Last year Corning pulled out their Sunsensor range and concentrated on selling the Sunsensor XP2 lens instead.

The worries which prompt such experimenting are clear: "People might be putting lenses into poor quality frames and giving them a bad name," explains Mr McDermott. "If anything goes wrong with the frame — like an arm breaking off — customers will contact us. We're very concerned about the quality of frames — obviously we can't police it 100 per cent". But Chance Pilkington do have the advantage of the strongly branded Reactolite Rapides, he adds, and the company goes to some lengths to protect that brand's image. "We sell and control the uncuts. We're consistently vetting the manufacturers and lens processors to ensure high quality. And we do actually control processing to a large degree through known outlets. Then we're consistently in touch with the frame makers, to make sure, wherever we can, they're glazing to the best standards possible". That said, Chance Pilkington — who are only one cog in the Pilkington wheel — are satisfied with their role as it is. "I don't ever see Chance Pilkington selling finished product sunglasses at all".

In its own field, the company claims to take at least 85 to 90 per cent of the

photochromic market. "Reactolite Rapide is so well established that it's difficult to see competitors. Nevertheless, developments in the field of plastic photochromics have attracted a good deal of attention and stirred up plenty of — albeit sceptical — reactions. Mr McDermott is one of the more cautious observers of this activity.

"We've found that the current plastic is not ideal for hosting photochromics. The product launched last year is the best so far. I wouldn't like to attack it too much, but it does have a limited performance range; it does fatigue. Our policy is, until one performs as well as Reactolite Rapide and lasts as long, we won't make it". In the meantime, they're planning to attack from a different angle, taking up the challenge of a lighter, perhaps more comfortable product. "We're researching into lenses which can go darker — and so can be thinner". This latest weapon in the sunglass battle should be revealed for the 1988 season.

Last year's television advertising went well, says Mr McDermott. But the company has to tackle the problem of aiming its campaign two different retail sectors: the "ordinary" sunglasses, and the prescription lenses. And that means keeping a wary eye open for any signs of conflict between the opticians and the others. "When we first brought out Reactolite Rapides we did a number of "roadshows", visiting centres, and giving presentations," explains Mr McDermott. "And there was some concern from opticians then that they were selling a prescription, quality lens whose name was tagged onto cheaper models at the chemist down the road. But the sheer economics of it means that they need each other — ophthalmic and sunglasses — they go hand in hand". This message has hit home by now, he believes. "As long as they can tell their story — they charge more for a scientific, script lens, and so on — they accept the situation. One could not survive without the other — if we only made script lenses it would cost a fortune. And they've realised that — so we get no 'aggro', now". *Chance Pilkington Ltd, Glascoed Road, St Asaph, Clwyd.*

SHADES

The Collection '87



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Bedfordshire, LU7 7HN, England
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Telex 82327 SHADES G

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ORDER | £ OFF VOUCHER | MIN. BASIC HOLIDAY COSTING

3/4 doz	£25	£250
6 doz	£50	£350
12 doz	£100	£850

Promotion starts 15th September 1986.
Last booking 30th September 1987.
Last holiday departure date 31st December 1987.

Chemists get with it! A feel for fashion from Samco...

Chemists who've been ticked off in the past for their staid approach to a fashion-led sector will be pleased to know that this year they're well into Samco's good books.

Samco by Mazzucchelli is Addis' Italian high fashion collection. In 1986 Addis claim to have increased their turnover by 43 per cent in the chemist sector. Rod Lane of marketing consultants Fabris Lane, who created the collection, reports good progress in the pharmacy. "Chemists are waking up and responding tremendously well to fashion. Our image is all about high fashion — and indeed, each collection we present to the chemist is over 70 per cent new, which is one heck of a commitment to that image. It must be right, though, because they're giving us such a good level of business".

He wasn't so sure about that business at the very beginning of the season, which saw a slow start to the sell-in. "It was caused by a huge amount of residual stock after an appalling Summer. But the sell-in went on and on, and business grew, and we're delighted and proud of that, given the circumstances".

For this year, our all too brief glimpses of the sun were enough to draw stocks through.



A passionate scene from Samco's film

"Stock levels were very low; people were frightened of over-stocking. So that June burst had a very important effect and it's now looking very good".

Last year Samco were pushing their product through a promotional instore video. This year they prefer to call their venture a film — which is just what it is: a mini-film called "Passion", which features a writer on the Italian Riviera, a murderous widow, a drowning girl... and, incidentally, the sunglasses themselves. Again the collection's POS material carries the theme of the film, emphasising its 1950's influence.

With their vigorous pushing of the style and fashion element, Samco aren't about to distribute to just anyone. Pharmacies qualify because of their professional and ethical environment, according to Mr Lane. "The back bone of our distribution is the retail chemist, and outside that area we pick sectors that are compatible with our image. We're so proud that we're not supplying a single outlet which could damage our brand

image. If the chemist offers recognisable fashion along with quality classic styles, he will successfully sell our glasses — and successfully against the drug stores which concentrate on the cheaper merchandise".

As for this season, retailers shouldn't let wind and rain get them down, Mr Lane insists. "We don't base our activity on great Summers — they happen so rarely. The game is not to overload retailers. Encouraging them to order huge loads is not sensible."

The 1987 collection starts at £5.95 for the chemist and features the UV400 CR39 lens. High fashion looks start at £12.50, as does the sport range — which has been growing in success alongside the trendy models, says Mr Lane. Reactolites are marked for chemists at £11.50 to £14.50. And Samco are very keen on the Attiva CR39 lens. "We're not knocking Reactolite. They've got a good brand name and total awareness, for which we're very grateful. On the other hand, this is a good new lightweight product".

The dramatic colour change — a factor which gave rise to doubts over at Foster Grant — has not put Samco off this lens at all. "You have to find frame colours to go with amber and with dark grey. But with black, for instance you can't go wrong. In a way it does restrict the way we wanted to express Attiva, but when we came through that, we found we could make it work".

One of the extras on offer is a range of brightly coloured safety cords for the glasses, retailing at £1.75 and blister packed with the film's theme carried onto the card.

And Samco's message for the season to come? "There must be quality, and there must be fashion. As long as the chemist makes strong statements, with strong brands, there'll be no problem". *Samco by Mazzucchelli, Addis Ltd, Brushworks, Herts.*

Putting every last year in the shade...



Shades — not really feeling blue...

"It's a slow business, building a brand successfully. But we're working hard with the necessary service and support, and it's happening. We've grown every year since we started."

John Bowlt left Polaroid to set up Shades International sunglasses in 1982, and evidently has few regrets — despite the weather over the past two years being less than glorious. "There was a good burst in May and June, which died off — and obviously that has an effect on residual stocks at the end of the season. But more importantly, it also affects people's attitudes to promoting products in the future."

Again, the traders can fall back on holiday makers buying their specs before

they go, but Mr Bowlt adds: "The difference in sell-through from a good to a bad Summer can be dramatic". He believes the market to be worth around £32m at retail, and insists, "There is still a lot to sell in the UK".

Shades are aiming to use the "personal touch" to extend their 1987 distribution and, for the chemist, more models are offered at the £5.95 price point. And further up in the price range, there are two new high fashion collections — Mannequin and Diane de Carlo, positioned at around £39.

The company doesn't as yet deal with drugstores, and Mr Bowlt explains: "What we've found is they're concentrating on low price competitive merchandise, to fit in

Continued on p580

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with their image. We don't want to compete in that area, but if they're ever prepared to promote branded products at branded prices, we'd be keen to do business".

As usual next year Shades are not looking for a major consumer advertising programme. "It's not necessary to advertise to the consumer to get the necessary sell-through. That's obtained by having the right prices and the right styles".

Mr Bowlt is still cautious about the plastic photochromic lens and, though prepared to acknowledge its "reasonable success", is sure that "it's not going to take the market by storm. Reactolite Rapide is still so strong as a name — it's got the best awareness in the market".

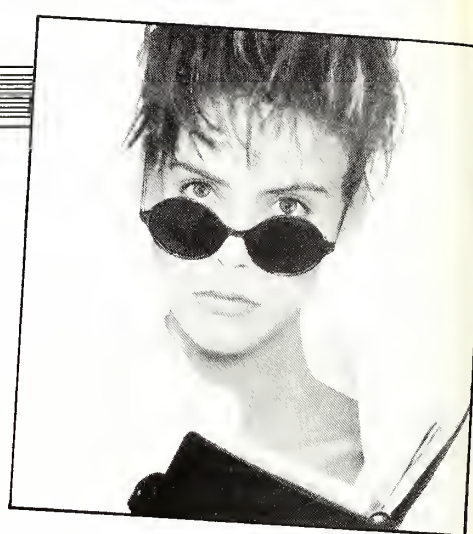
Clip-ons and Flip clip models are staying at last year's price levels and will show strong growth in the chemist area, says Mr Bowlt. "The local chemist should be more conscious of this service — particularly for older customers. They should put out the

display material and not just leave them in a drawer — it'll bring in extra business".

For 1987 the Shades collection brings in solid colour — particularly black, royal blue, yellow and green — but maintains the brown and brown crystal looks which, says the company, are inevitably the best sellers. The UV400 lens features in all price ranges above and including £9.95. A CR39 driving lens in three metal styles enters the £9.95 price point.

In all, the collection — excluding the upmarket Designer range — has 106 models in 300 variations, 75 per cent being new. The basic range starts at £5.95 with nine models, and goes up to £16.50, with Clip-ons and Flip-clips ranging from £3.95 to £5.95.

Summing up the season, Mr Bowlt notes: "We've increased distribution quite considerably — it's been a good year. People have been happy with the collection. And that's encouraging". *Shades International Ltd, PO Box 17, Leighton Buzzard, Bedfordshire LU7 7HN.*



A new look for Twentieth Century Visions

Who are Twentieth Century Visions? Not another bunch of Hollywood filmmakers, but the new name for Gay Designs, who are changing their image for 1987. The sunglass division now links up with an optical division under new parent company H Young Holdings.

But never fear, the chemist's collection is still here, say Gay Designs — or rather Twentieth Century. For this next season they include the Primetta brand, which gets a fresh look of its own — redesigned graphics will follow through from point of sale to ticketing and consumer leaflets.

Under the Primetta banner will be 16 Reactolite Rapide models (£18.50 to £19.50); nine CR39 photochromic — introduced "most successfully" this year, says the company (£18.50 to £19.50); a range of UV 400 Plus lenses — new for 1987 — which claim extra blue light protection and 100 per cent UV (£7.95 to £18); seven polarising models (£9.95 to £12.50); 43 fashion Classics (£9.95 to £18.50); 14 'street fashion' models (£7.95 to £14.50) and a sports range based on poliamid frames, with 16 models (£9.95 to £19.50).

Other collections will include the Mary Quant range (£9.95 to £19.50) and the more upmarket models by Yves St Laurent, Ted Lapidus, Charles Jourdan and Laura Biagiotti.

And what are the new firm's 20th century visions? "In our experience, the independent chemist who has specialised in trading up has been the success story of the past two seasons," say the distributors, who note that High Street competition has been fierce. But they're not complaining: "1986 has been an excellent season", is the conclusion, and they emphasise that the new-look outfit steps out with a service "perfected by a company that has 14 years' experience at the top of the sunglass distribution trade". *Twentieth Century Visions Ltd, PO Box 237, Primetta House, 220a Queenstown Road, London SW8 4LP.*

Calling all chemists: A warning from Marby Lloyd

Look out... behind those sunglasses there may lurk a drugstore or two... Marby Lloyd are wagging a warning finger at the retail chemist, and their message is clear: if you don't change, the trade will pass you by.

"While our retail chemist business held up well in 1986, we made much more progress with the drug store multiples," explains sales director Paul Stephens. "As in other aspects of drug retailing, we see much of the business in sunglasses that the chemist has done in past years being taken by the drug stores, unless the retail chemist is prepared to adapt". The chemist's weakness, Marby believe, is being too easily persuaded by sale or return and free stock inducements. "These inevitably mean high retail prices, when they are constantly being outsold by the drug stores".

The solution, for the small and medium pharmacy especially, says the company, is to offer variety, contemporary fashion and realistically competitive prices. And that, according to Marby Lloyd, is where they come in. Their modest claim is an offer of "much higher profits than our better known competitors, lower consumer prices and a wider margin for the chemist wholesaler".

And if those competitors are better known, this is due to a deliberate policy by the firm of avoiding a high brand profile, says Mr Stephens. "Our volume business is

increasing, but not so fast as our sales to High Street stores and multiples. In this area we have made significant progress in the last two seasons, and much of that progress has been with own branding, an area in which we are well experienced".

For the next season Marby are offering more Wayfarers and Reactolite Rapides, and have exclusive distribution for the Guy Laroche collection.

Other ranges are the budge Laser models, Mistral fashion items, and Eclipse. *Marby Lloyd Ltd, 16 Midland Terrace, Fishponds, Bristol BS16 3DH.*

Farrow flies high...

"The most successful year yet" is no mean claim, but it's the way Linda Farrow describe their 1986 season.

The company — formed in 1970 with classical lines distributed to UK chemists — now sends its styles to 4,000 outlets worldwide. For the next season there are 400 styles, 100 of which are new, with the rest carried over from this year. Prices range from £1.95 to £9.95 and lenses include CR39, Reactolite, mirrors and acrylic. Advertising will be in fashion magazines and newspapers. *Linda Farrow, 51 Calthorpe Street, London WC1X 0HH.*



Just a note from Oliver . . .

Spectacular looks from Oliver Goldsmith

Upmarket tastes are, as usual, catered for by Oliver Goldsmith this year, but their prices, though reaching £188, do start at a moderate £6.95.

Included in the 1987 collection are 40 British hand made models with CR39 lenses (£39.95 to £54.95); and Mme Landry and Stendhal gift sets, complete with matching bangles. Other ranges available are Dior, Playboy, Carl Zeiss, Linda Farrow, Porsche Design and Nina Ricci. And styles vary from tennis racquets to dogs to ducks... spectacles in every sense of the word. *P. Oliver Goldsmith Ltd, 18 Station Close, Potter Bar, Herts EN6 1TS.*

Bausch & Lomb: half a century on

Another 50th anniversary is being celebrated in the sunglass world. Bausch & Lomb's Ray-Ban Classic Metals collection of frames is notching up a half-century, and the company will use Press and in store programmes to promote it.

For its anniversary year the collection offers ten different colours with co-ordinating changeable lenses. And included in the new season's range is a Wayfarer II with a bigger lens size, in black, tortoise, red and white. All prices should be staying at 1986 levels. *Bausch & Lomb UK Ltd, 74 Oldfield Road, Hampton, Middlesex TW12 2HR.*

metal and three plastic frames; and ten fashion Rapide lines major on plastic frames. "A demand trend has been noticed for better quality, better looking models fitted with Reactolite Rapide lenses," comments the company.

Other categories include eight polarised sunglasses under the Pol-rama label and 20 clip-ons, including, 12 polarised models. And one arresting collection of polycarbonate lens models is supplied to the Metropolitan police force. They was framed!

Backing the programme is a choice of five POS display units, free of charge with qualifying orders. And the company adds: "While pre-assorted parcels are available with Solarite, we like to deal direct with selective retailers who know what they want to buy without any commitment to take in excessive quantities." *Lessar Brothers, Lesbro Works, Hylton Street, Birmingham B18 6HW.*

business in America; more will follow, Mr Reay hopes, after visitors have seen the 1987 range at the exhibition.

This range offers twelve colour finishes over about 70 different frame styles. A choice of 28 to 30 lens types include toughened photochromics, polarised, CR39 and acrylics. The latest UV400 lenses are represented and a new Cast CR39/photochromic is offered in both sunglass and clip form. *Autoglaze Optical Co Ltd, Silchester Mews, St Leonards-on-Sea, East Sussex TN38 0JB.*

forecast, particularly in the £2.75 to £5.95 trade price range."

Plastic framed styles accounted for almost half total sales in 1986 and Titcomb expect them to claim an even higher proportion in 1987.

Over 50 plastic models are now included and price categories in next season's collection will include the Reactolite Rapides ranging from £4.75 to £8.95, in metal and plastic; a Sundance photochromic at £3.75; CR39s from £2.95 to £6.75 and polarised lenses from £2.25 to £4.95. *Titcomb Fashion Sunglasses, 24 Hurn Road, Christchurch, Dorset BH23 2RN.*



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Tel. Christchurch 483252
(S T D 0202 483252)

Solarite's touch of colour

Colour is next year's theme, according to Solarite from Lessar Bros. And appropriately enough their 1987 catalogue is printed in full colour for the first time.

The range offers 22 models, mostly with plastic frames. The basic range is the Popular series of 10 sunglasses — five metal and five plastic, and at the top end of the market are ten Zeiss Umbral models — five at about £22.95 and five to retail at higher prices.

The fashion category includes an updated Wayfarer for women, a shallow model with zig zag front ends — called the "sunbather's delights" by Sontarite — in lilac and bronze on cream or crimson on shell; and a wide framed item with horizontal top mouldings, in apricot/lime, bronze/crystal or red, white and blue.

Six change Reactolites comprise three

Over the Atlantic — to bigger sales?

New York, New York is a wonderful town, in the opinion of British manufacturers Autoglaze.

That's where they've been showing their 1987 sunglass range in the hope of attracting more business from the US — "one of the largest but probably the most competitive market in the world," in the words of sales manager Dennis Reay. He joined colleagues Tony Bishop and Ian Tebbutt last week on the Autoglaze stand at New York's Vision Expo show. The company already has some

Silver among the gold . . .

More birthdays . . . Titcomb have completed twenty five years as sunglass distributors, and say they are "particularly pleased that most new accounts are opened as a result of recommendation from existing customers."

Although not quite achieving the record levels of 1985, Titcomb have found the 1986 season to be better than expected. "Despite high opening stock levels at retail level, sales in most price ranges have been better than

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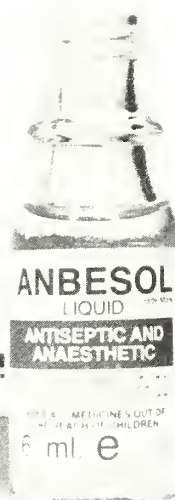
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Health benefits from a wartime diet

Two contrasting papers were presented at the British Society for the History of Pharmacy session at the Jersey Conference. John Kelleher's topic was "Health and nutrition in the Channel Islands during the German occupation", while Margaret Phillips was "Remembering a pharmaceutical Baron — Jesse Boot".

The health of the islanders remained remarkably high during the war years. The sudden dietary changes and the disproportionate increase in vegetable content (two and a half times the calorie value of the UK wartime diet) resulted in a "universal loosening of the bowels" which at times "nearly reached dysentery", said Mr Kelleher. Equally remarkable was the containment of several outbreaks of the more serious diseases of cholera, typhus and diphtheria.

There were some beneficial effects from the situation. Loss of weight was common and for some it proved to be a source of new found energy. Many women who had given up hope of children suddenly found themselves pregnant and this was no doubt linked to the loss in weight, particularly around the abdominal area, and the compulsory exercise due to the absence of petrol and public transport.

The incidence of appendicitis, colds and new cases of peptic ulcers fell considerably. Equally, those of the obese type and suffering from dyspnoea and other symptoms stimulating chronic cardiac disease, showed remarkable improvement.

With the exception of the Winter of 1944-45 the state of nutrition and health never reached critical levels. The longer term effects of the occupation were hard to gauge but the islanders took but a short time to return to a normal state of health.

The second paper "Remembering a pharmaceutical Baron — Jesse Boot" was given by Margaret Phillips, who focused on St Matthews Church to the West of St Helier, built in 1840 as an adjunct to St Lawrence's parish church "to save parishioners 'the long walk and steep climb to worship at their parish church' ". It was starkly functional inside and out.

But St Matthew's established its right to attention, especially by pharmacists, when in 1934 it was rededicated after the interior had been completely and uniquely refurbished at the instigation and expense of Florence, Lady Trent, in memory of her late husband, the first Baron Trent of Nottingham, known to millions as Jesse Boot, founder of the chain of multiple pharmacies.

When establishing his organisation Jesse worked a 16-hour day, and occasionally all through the night. His health suffered and in 1885, at the age of 36, he had a serious breakdown. He went to Jersey to recuperate, and there he met Florence Rowe, daughter of a Jersey stationer. In 1886, they were married and from then on Florence took an active part in the business. It was her influence which was responsible for the development of the stationery, books and fancy goods and the Boots libraries and cafes.

Florence was a major influence in Jesse's life and work and he always had a great affection for her native island of Jersey. He retired to Jersey, where he died in 1931. The Boot family home was close to St Matthew's church and soon after his death his widow offered to completely refurbish the previously utilitarian interior of the building.

The interior walls were reconstructed in Bath stone; the floor was paved in Portland stone; Dorset stone was used for the Chancel, and the lecturn and pulpit were of Hopton Wood stone from Derbyshire.

Pride of the redesigned church is the wonderful glasswork designed and made by Rene Lalique of Paris; his signature can be seen on the base of the glass font. The tall windows, the communion rail and the



Jersey 1986

huge glass troughs which house the ceiling lights are all of lalique glass.

Another memorial is the lynchgate at St Brelade's Church, the oldest church in the Island, dating from before the Norman Conquest. The lynchgate of St Brelades was built as a memorial to Baron Trent. From there a narrow road winds round the cliff to Les Creux passing on the right a granite tomb surrounded by iron railings. This is the last resting place of Jesse Boot who built from an obscure 19th century herbalist's shop, a vast empire.



Above: Judith Cantrill from Hope Hospital Salford receives her award from Society president Geoff Booth after winning the C&D Medal and award for practice research for the second year running.

Below: The seven who presented papers at the practice research session (left to right) Dr N. Harris, Mr M. Chapman, Ms S. Dohdia, Dr J. Krska, Dr T. Maguire, Miss R. Bussey and Ms J. Cantrill.



High Street health talk gets a good reception

Earlier this year a national scheme was launched to increase pharmacists' involvement in health education. Dr Marie E. Maguire, senior research fellow, and Professor P.F. D'Arcy, head of the Department of Pharmacy, The Queen's University of Belfast, set out to gauge reactions to the campaign. The results of their pilot survey presented here support those presented at the British Pharmaceutical Conference in Jersey last week (see *C&D* last week p522).

It is by now well accepted, both in the profession and by the public, that the community pharmacist has a responsible role in health care. In the past it has been less well recognised that the pharmacist also has a primary role in health education in the community. In recent months this second role has been defined and reinforced by the national campaign which was launched on February 5 this year to increase the community pharmacist's involvement in the provision of family planning and general health care information.

This new campaign followed a successful pilot exercise organised jointly by the Pharmaceutical Society and the Family Planning Association and supported financially by the Health Education Council. The pilot exercise was carried out in 1983 in a sample of pharmacies across Britain, using family planning material. The experience of that project indicated clearly that the country's 11,600 community pharmacies, visited by over six million people daily, could be a focal point for health care information. The FPA report on the pilot scheme suggested that the major concerns were heart disease, alcohol abuse, obesity and diet, smoking, cancer, old age and family planning. All of these topics are to be introduced into the new national campaign.

National campaign

Under this new pharmacy health education scheme, members of the public will be directed to community pharmacies for leaflets and other information on family planning, smoking hazards, dangers of drug abuse, etc. The aim of the scheme, which have gained universal support across the health professions, is to increase the professional health care role of the pharmacist and to encourage the public to go into the pharmacy for free leaflets. The scheme is also directed towards providing health care information to people who might not otherwise be in touch with other sources of professional help.

Northern Ireland survey

With this background in mind, it was our objective to test just how this scheme was working within the Province. We therefore surveyed 25 community pharmacies (19 urban, 6 rural), two weeks after the scheme was launched. Pharmacists were interviewed for about 15 minutes by one of us (MEM) and all were asked the same set of questions (table 1); all the pharmacists interviewed cooperated and an analysis of the questionnaire is given in table 2.

Results and conclusions

Perhaps the most positive aspect of the survey was that the 25 pharmacists interviewed knew of the scheme, approved of it and that the majority of them (21) saw that it was an opportunity to increase their own professional role. Their views on possible payment for participation in the scheme were divided and one pharmacist suggested that the acceptance of a fee could involve legal implications about the advice given. Few pharmacists (2) thought that the present lay-out of their pharmacy was adequate for an extended counselling role; most (20) thought that it was too soon to judge whether the health education scheme would increase their OTC medicines sales.

There was also a very positive wish (20) that the current programme of post-qualification education and training in Northern Ireland should include lectures to reinforce the literature distributed to them under the scheme; 20 thought that additional information was needed for counselling the public.

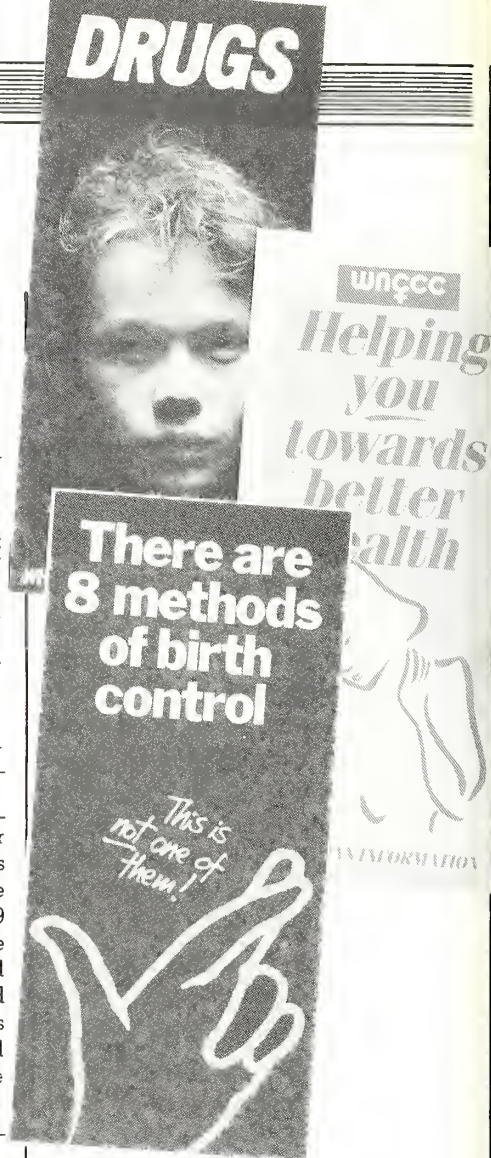
These results and conclusions are very relevant in view of the recommendations made in the recent Nuffield Report and the Governmental Green Paper on Primary Health Care that rapidly followed this. The Nuffield Report concluded that there was a role for pharmacists in health education in cooperation with other health care professionals and that any pharmacy

contracting to provide advisory services should be required to have adequate accommodation for confidential consultations. The Green Paper recommends the use of pharmacies to

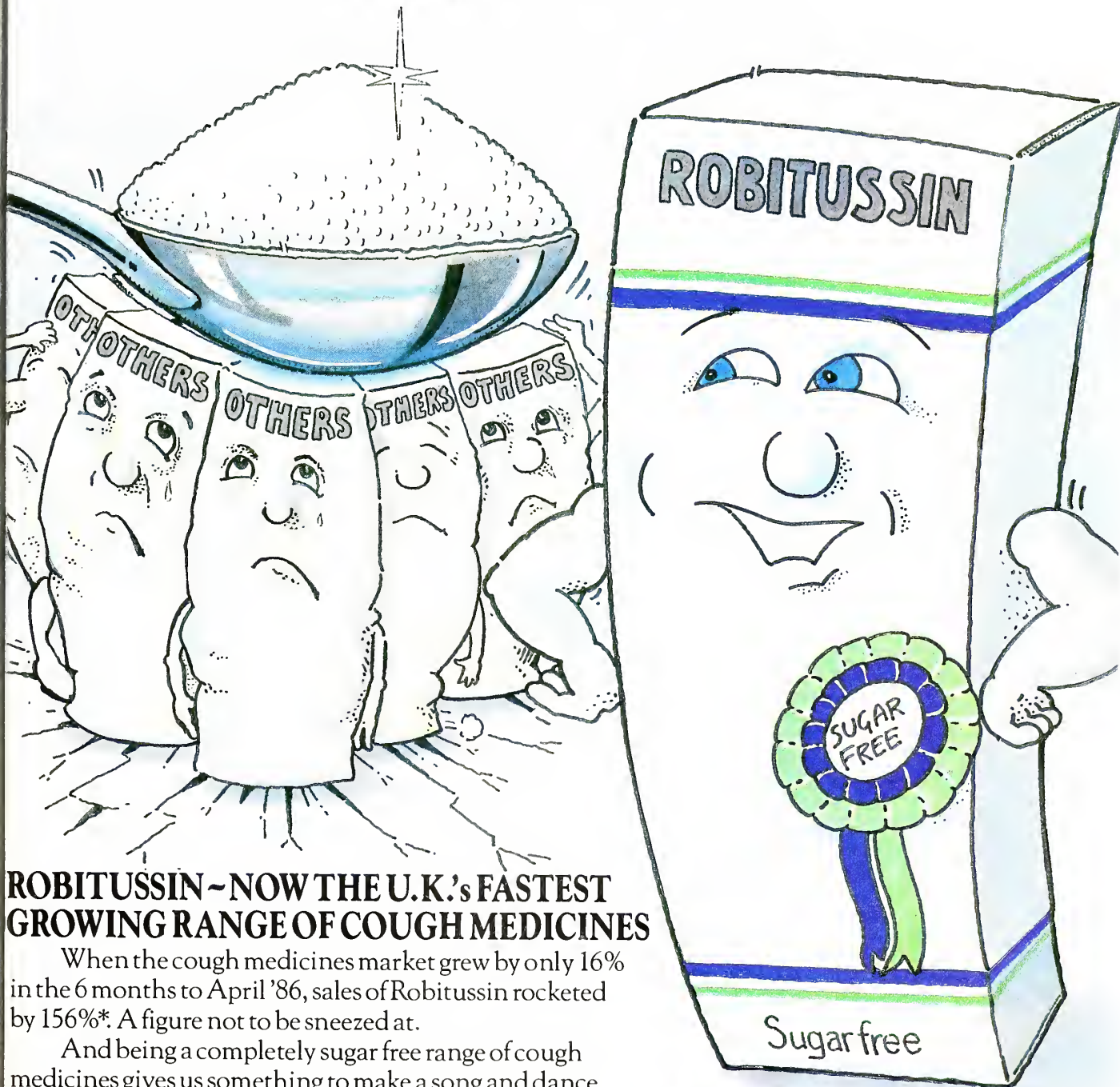
continued on p586

Table 1. Questions put to each community pharmacist

- 1 Do you agree to take part in this survey?
- 2 Do you approve of this new health education scheme?
- 3 Is the first topic (family planning) an appropriate choice for a pharmacy-based scheme?
- 4 Is additional information needed for counselling?
- 5 Is there a separate area available for counselling within your pharmacy?
- 6 Should payment be given for this additional service?
- 7 Do you consider that any legal implications could result from the advice you give?
- 8 Do you anticipate any increase in OTC sales resulting from this scheme?
- 9 Can continuing education programmes assist pharmacists in this health care and education role?
- 10 Will this health education scheme result in an increased professional role for the community pharmacist?



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And he only popped-in to pick-up a prescription



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But what about your turnover of products other than drugs and medicines?

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PRACTICE RESEARCH

Table 2. Answers given by community pharmacists to the questionnaire

Question	Reaction	Comments	
	Yes	No	
1	25	0	All welcomed the survey
2	22	1	Two awaiting public comment
3	11	2	Twelve directed public to Family Planning Centres (FPCs)
4	20	3	Two received counselling literature too late and directed inquiries to FPCs
5	2	23	
6	11	11	Three considered it too early to comment
7	1	24	
8	5	—	Twenty considered it too early to comment
9	20	2	One no comment; two thought that time factor was difficult
10	21	1	Three thought that the professional role might be improved in time

**GIVE UP
SMOKING
ONE DAY
AT A TIME**

12
MARCH

CHALLENGE FOR
NATIONAL NS SMOKING DAY 1986
CONTRACT AND SPONSORSHIP FORM

continued from p584

display health education and health promotion material.

Let it be clearly understood that the pharmacist's role in health education is complementary to and not competitive with that of the physician. The Green Paper emphasises that the Government is anxious to ensure that the skill and knowledge of all professions are used to their best advantage and the structure and custom of community pharmacy practice ensures that the pharmacist is readily accessible, without an appointment system, to discuss health problems. This is not a new role — the pharmacist has always been a source of valued information on medicines and health care to the public. The recent reports and innovations have merely confirmed and augmented what the profession has always accepted as its duty, role and function in the community. The advent of computers in pharmacy practice will facilitate this role simply because it will be simpler to store and then retrieve information on patient care.

The present survey, although limited in its extent, has clearly shown that community pharmacy is established in its advisory role on health education. Since there are no current plans for reimbursing pharmacists for this function, as far as we are aware, it would not be unreasonable to suggest that grants be made available to pharmacies to modify their premises to facilitate confidential consultations. The results of our survey showed that most pharmacies did not have this facility; it need not be extensive nor need it be expensive but it is essential if the community pharmacy is to become the health care information and education centre for the public that it serves.

It is proposed to follow-up this pilot survey with a more comprehensive study at a later date when the new pharmacy health education scheme has had more time in practice.

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- * Appearing in women's magazines and national newspapers.
- * Being seen 12 times by 88% of adults.
- * Fill your shelves with the full Famel range to meet the demand.



Famel. Famous for fighting off coughs.

Underpayments — a tale of woe

I feel that pharmacists should be made aware of the frequent underpayments made by the Prescriptions Pricing Authority to just one pharmacist contractor. The following underpayments were suspected due to 19p to 20p (2½% to 3½%) fall in the average net cost per item.

December 1984 — underpaid £59. Mainly due to 200 Ventolin Rotacaps being priced as 20 and two 100g Metosyn as two 25g.

January 1985 — underpaid £28.26. Mainly due to 48 Intal nebulising solution being priced as 18.

March 1985 — underpaid £99.22. Mainly due to seven Pulmicort inhalers being priced as Pulmodil and four Bricanyl refills being priced as Savlon babycare cream.

July 1985 — underpaid £144.35. Mainly due to ten Urotainer sodium chloride being priced as solution sodium chloride, two cases of Ensure being priced as two cans.

August 1985 — underpaid £35.51. Mainly due to 42 Voltarol 25mg being unpriced, 20 hypomellose eye drops being priced as two.

The horror of these revelations from PNSC checks, led me to insist that a distinctly reluctant Central Checking Bureau re-examine subsequent prescriptions. This produced the following underpayments: November 1985, underpaid £42.92; December 1985, underpaid £13.20.

Reimbursement by the PPA now totals £530. The obvious remedy for these errors is to have a separate team to re-check all prescriptions for under-payments after payment has been made.

A less satisfactory, but less costly solution is to automatically add a proportionate amount to all payments subsequent to a proven underpayment.

V. Baynes,
London SE 12

Editor: PSNC assistant secretary Peter Boardman says this case is atypical. CCB checks show underpayments of around 0.03 per cent out of an annual drugs bill of £1,500m — these sums are added back

into the balance sheet for contractors. He says it is impractical to carry out Miss Bayne's suggestions for additional script checks and that PSNC has co-operated fully in her particular case. Checks on the other months not mentioned in Miss Bayne's letter revealed one small overpayment and four accurate payments.

Gastrics upset by advertising

I would like to voice my objection to the form of marketing typified by a recent advertisement taken from the *TV Times*.

Medicines of all kinds should only be supplied through pharmacies, where proper control can be exercised by a pharmacist. Sending medicines by post is irresponsible and unethical. In this case, Gastrils could be obtained by someone with a complaint for which they are unsuitable.

Following on from this, I notice that Gastrils now adorn the shelves of every supermarket and drug store in town, alongside Lemsip, Disprin etc. Therefore, I am pleased to inform you that I removed Gastrils from my self-selection shelf and transferred them to the "G" drawer, out of sight, and that I will no longer be recommending them to my customers (among other products I do *not* recommend are Lemsip and Disprin).

S.J. Barton
Hemel Hempstead

Grocery grouses

Quoting from the latest Booker cash and carry brochure:

1. Eight out of ten people use home medicines before consulting their doctor.
2. Home medicines are a part of normal food shopping — not a specialist purchase.
3. Home medicines are resale price maintained — no other shop can cut prices below yours.
4. Home medicines take up little shelf space and yield high profits.

How can Sterling-Health, Richardson-Vicks, Miles, Beecham, Nicholas etc allow them to print this and then sell us these

products? How many pharmacies sell enough of counter products like Venos, Setlers, Rennies and Andrews to even warrant giving them any space on their shelves these days? How many "home-medicine" stockists still have Junior Disprin on their shelves? And yes, how many really sell at the RPM price — they probably don't have *C&D* to tell them the prices!

P.J. Rose
Devon

Tried and tested

As a recent purchaser of Richardson's BBC systems, I can reassure Xrayser that I really was the best system of its type that I tested. However, it does have a few very silly design faults which I chose to overlook — and he may prefer to await their rectification.

The main irritants are:

1. The date instead of the patient's name is centralised. This means that on smaller containers the patient first sees drug name, does and date rather than the more essential drug name, dose and patient name.
2. If one uses the stock control facility, the machine automatically prints the maximum recorded daily dispensing figure for that drug on the label. This is irrelevant for the patient, but useful information for a potential leapfrogger. It would have been far better to either leave the figure on screens but unprinted, or to shift the patient name, date and m/s quantity to the right. The latter would solve both the above problems at a stroke as it would ensure that the patient's name was centralised and the m/s quantity would appear on the backing paper.
3. In order to retain the surname for family scripts, the computer counts all information to the right of the first space as the surname, so that to use this facility one has to put a full stop after "Miss" or "Master" which looks rather silly.

These are simple things to correct in Basic, but more complicated in Machine Code. Despite that, I must admit they will be corrected fairly quickly so I can fully endorse this otherwise excellent system.

P. Melnick
Ilford

Absolute Alcohol

Synthetic quality available to British and all well known International Specifications and Pharmacopœias.

James Burrough (F.A.D.) Ltd.

356 Kennington Road, London SE11 4LD Tel. 01-582 0232

Numark build up new franchise structure

Numark's local franchise committees are to be given a new structure, based on regional franchise groups, with the country divided into four territories.

Scotland and Ireland will be covered by Ayrshire Pharmaceuticals Ltd, John Hamilton (Pharmaceuticals) Ltd, William Davidson Ltd, James Taylor (Trongate) Ltd and S. Haydock & Co Ltd, while the North and North Wales group is taken by Bradford Chemists' Alliance Ltd, Bleasdale Ltd, Hall Forster & Co Ltd, Ridley (Wholesale Chemists) Ltd and L. Rowland & Co Ltd.

The franchises covering Midlands and South Wales are E.H. Butler & Sons Ltd, Richard Daniel & Son Ltd and Macarthy's Ltd — Bristol, Redditch and Weedon; and in the South, Herbert Ferryman Ltd and

Macarthy's — Harold Hill, Norwich and Wembley.

The chemist members from each wholesaler's franchise will elect up to two Numark chemist members to the regional committee and, together with one representative from each wholesaler and one from ICML central office, they will make up the regional committee. The chairman will be a director or senior executive from one of the Numark wholesalers within the region.

Each regional committee will elect two chemists and one wholesaler to sit on the national committee. As well as the regional committee representatives, ICML will be represented by the chairman, who will also be chairman of the national committee, and another nominee — probably the managing director, Mr

Trevor Dixon.

Inaugural regional committee meetings will be held during the Autumn and national committee meeting should coincide with the next Numark convention in Portugal during March next year.

Mr Dixon commented, "Our future success depends on the best possible wholesale service to the best and most effective retail chemist members. It is quite clear that the new regional and national franchise committee structure will play an invaluable role in the future of Numark."

P&G sever SA link

Procter & Gamble are severing their links with South Africa by selling Richardson-Vicks' subsidiary in that country to local management.

P&G had no operations in South Africa before their merger with Richardson-Vicks in October last year and say they will have none when the subsidiary has been sold.

PROBLEM? NO PROBLEM!

UNDERSTANDING NO PROBLEM

As probably the largest established company to specialise in the supply of ostomy and incontinence products and appliances we know the difficulties Chemists and Pharmacists face in carrying a bewildering stock of items, particularly when faced with slow service from suppliers.

CHOICE NO PROBLEM

With our many years' experience in this field and probably the largest range of Stoma care products all under one roof, we are pleased to offer expert advice and information whenever necessary or simply to ensure your orders receive prompt and careful attention.

SERVICE NO PROBLEM

Orders are usually despatched on the day of receipt so that dispensing ostomy and incontinence products should never be a problem. A freephone telephone number is available for your regular orders.



We'll be pleased to solve your service and supply problems.
For further details, write or phone:



**NORTH WEST OSTOMY SUPPLIES
(WHOLESALE) LIMITED**



North West Ostomy Supplies Wholesale Ltd,
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M28 5PT. Tel: Farnworth (STD 0204) 709255

**DO YOUR CUSTOMERS SOMETIMES SUFFER FROM:
FEELING SICK?
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AND DO THEY USUALLY OCCUR AFTER THEY
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If you answered "YES" to these questions, it could be that they are unable to digest milk properly.

Now we have a milk they **can digest**.

Lactaid milk is cow's milk with a unique difference: It has been treated with a natural lactose reducing enzyme. Lactaid tastes good and is better for your customers because it isn't a milk substitute.

We also have Lactaid **drops** to treat your customer's own milk and Lactaid **tablets** to take with other dairy foods.



For further details
contact: —

MyPlan Limited
96 Worcester Road,
Malvern,
Worcs WR14 1NY.
Tel: (06845) 60701.

Latest generics venture in Kent goes national

A new generics company has been set up in Kent by four ex-employees of Abbott Laboratories.

Kent Pharmaceuticals Ltd is headed by managing director Denis O'Neill, who spent 12 years with Abbott before founding Ethical Generics in Ely. The other directors involved are Andrew Grey, who was also one of the Ethical team and is the new firm's sales director; Jayesh Taylor; and commercial director Michael Overy.

A field force of 15 agents has been recruited and distribution is nationwide.

"We've got 130 products in our own label, colour coded for strengths," Mr O'Neill told *C&D*. He explained that the impetus for the new venture came from a desire to go it alone."

The company is based at Letraset Site, Wotton Road, Ashford, Kent TN23 2LL, and its sales line is 0233 38614.

SOS call for Sunday trade

Another Sunday Trading campaign is on the way, aiming to promote legislation in the next Parliamentary session.

Sort Out Sunday is concentrating on deregulation for leisure and recreation outlets such as DIY, gardening centres and video shops. The campaign's main aim is to follow on from a Bill put forward by MP Sir Fergus Montgomery in July.

The movement is backed by bodies such as the Horticultural Trades Association and the Federation of Multiple DIY Retailers, but the National Consumer Council views it with caution, and told *C&D*: "We'd welcome deregulation for those trades, but the trouble is that by getting rid of one anomaly you tend to create a new one."

"We would see it as a very small step towards complete reform".

Tim Astill, NPA director commented: "If people are unable to buy what they need between Monday and Saturday there's something wrong with the way they organise their lives. There are undoubtedly anomalies — and by all means, sort out Sunday, if what is meant by that is getting rid of these. But I don't think you can specify any particular outlet types, because that would lead to more difficulties of definition".



The winners of the Schwarz Pharmacy Management Award with Mr Ian Troup, managing director of Schwarz Pharmaceutical (right). The award was shared by two pharmacists. Peter Hopley (second left), DPhO for the Newcastle and North Tyneside Health Authorities and Peter Dawson (second right), Principal Pharmacist of the Wharfedale General Hospital, Otley, were presented with £750 travel bursaries by Lord Ennals, the former Health Minister

Campaigning against crime

Pharmacists all over Britain are being invited to join 25,000 retail staff in a campaign being launched this month called Stop IT — stop instore theft.

"Our intention is to prevent crime happening, not to catch more people," says Stop IT's director, the Baroness Phillips, who is also chairing a Home Office working committee on crime prevention.

"It might seem easier just to employ extra security staff, but smaller retailers couldn't afford that unless customers pay extra. Why should the majority pay for the minority?"

Headed by a Steering Committee and promoted by the Association for the Prevention of Theft in Shops, whose member companies include Boots the Chemist, The Body Shop and Mothercare, the campaign at present involves mostly major stores. But as Ray Spencer, co-ordinator of the project, explained, they are keen to involve small retailers who, for £10, can gain access to training facilities and crime prevention information.

Stop IT, which in last year's trial run in Luton was said to reduce retailers' losses by up to 30 per cent, is now based in 12 key towns and will concentrate on school education.

Retailers who are interested in taking part can get details from their local trading association, crime prevention unit or APTS direct.

Babydiner Ltd now have two factories in Dunfermline. The office has moved to Craigluscar Road, Dunfermline, Scotland KY12 9JA.

A new force in the field

Warner Lambert Health Care are re-organising their sales force by splitting it in two: one half will concentrate on OTC medicines and oral hygiene products and the other half will be responsible for haircare products.

Nine extra staff are being taken on for the re-structured force. The OTC/ oral hygiene team comprises 21 representatives and five district/national account managers.

Warner-Lambert say the change is to help them cope with the expanding portfolio of products. The company hopes the change will mean more constructive use of pharmacists' time.

To qualify for direct delivery of goods pharmacists will have to order a minimum of eight outers of haircare products or eight outers of OTC/oral hygiene products. They cannot order four outers of each category and qualify for direct delivery that way. However, pharmacists will be offered more deals as a result of the split into two sales forces, says the company. Smaller orders will be handled by wholesalers.

London listing for Smithkline

Smithkline Beckman have gone for a listing on the London Stock Exchange, in their latest move to become established on the world's major markets.

Dealings in the US-based firm's shares started on September 25. On the previous day, the Stock Exchange Council accepted all issued shares of common stock of par value 25 cents each. The corporation's headquarters are in Philadelphia, and the past year has seen its shares listed in Paris and in Tokyo.

President and chief executive Henry Wendt says the introduction of Tagamet here ten years ago provides a strong link with the UK. "Despite rather intense competition it is satisfying to us that in the home country of that 'other' ulcer medicine, sales of Tagamet increased 8 per cent in 1985 and 18 per cent so far this year, here in Britain".

The company employs around 1,700 people in the UK and has two research and development centres, in Welwyn and Tonbridge.

Chemist & Druggist 4 October 1986

COMING EVENTS

Meeting the customers...

Pharmaceutical wholesalers and distributors L. Rowland & Co Ltd are holding four evening meetings in October for their pharmacist customers.

The new auto-order entry labelling system from John Richardson Computers Ltd will be demonstrated, and staff will be available to show the new facilities and answer questions. The meetings begin at 7.30pm and there will also be a talk on "Tax planning for proprietors". Venues are: Shrewsbury at Radbrook Hall Hotel on October 7; Chester at Mollington Banastre, October 14; Dolgellau at Bontddu Hall Hotel, October 21; and Caernarfon at the Royal Hotel, October 28.

Monday, October 6

North Metropolitan Branch, Pharmaceutical Society. at the Angel and Crown Pub, Upper Street, London N1, 8 pm. Pre-registration students and tutors evening.

Southampton and District Branch, Pharmaceutical Society. at King John's House, Romsey, 7.30 pm. "Victorian retail pharmacy".

Tuesday, October 7

Lanarkshire Branch, Pharmaceutical Society. at Ruchill Hospital, Glasgow, 8 pm. Dr D.H. Kennedy on "AIDS".

Stirling Branch, Pharmaceutical Society. at Terraces Hotel, Stirling. "A spoonful of sugar helps the medicine go down".

College of Pharmacy Practice. Edinburgh tutor group, in the doctors' common room, at 7.30 pm. Western General, Edinburgh.

Thursday, October 9

Glasgow and West of Scotland Branch, Pharmaceutical Society. McCance Building, University of Strathclyde at 7.45pm: Robert Blyth on "An Editor's experience on the PJ".

Slough and District Branch, Pharmaceutical Society. post-graduate medical centre, King Edward VII Hospital, Windsor, 7.15pm. Consultant dermatologist, Dr John Wilkinson on "Over the counter hydrocortisone preparations".

Harrow and Hillingdon Branch, Pharmaceutical Society. joint meeting with Brent Branch, in the clinical lecture theatre, Northwick Park Hospital. Dr Peter Noyce, deputy chief pharmacist, DHSS will speak on The Nuffield Inquiry.

Isle of Wight Branch, Pharmaceutical Society. post-graduate medical centre, St Mary's Hospital, Newport, 7.30 pm. Dr Hide on "Eczema, food allergy, and the work of the allergy clinic". Buffet to start.

Thursday, October 9

Slough and District Branch, Pharmaceutical Society. post-graduate medical centre, King Edward VII Hospital, Windsor, 7.15pm. Consultant dermatologist, Dr John Wilkinson on "Over the counter hydrocortisone preparations".

Friday, October 10

Edinburgh and Lothians Branch, Pharmaceutical Society. at 36 York Place, Edinburgh, 7.45pm. "York place yankee evening", opening social evening.

Advance information

Guild of Hospital Pharmacists. one day conference, on December 3 at Northwick Park Hospital, clinical research centre, clinical lecture theatre, Watford Road, Harrow, Middlesex. £10 registration fee. Application forms from Tim Hanley, Guild of Hospital Pharmacists, 79 Camden Road, London NW1 9ES.

CLASSIFIED

Appointments

CHEMIST & DRUGGIST

ADVERTISEMENT SALES

Chemist & Druggist has an opportunity for a top-flight sales executive to represent the magazine in North London and the Home Counties.

Proven selling ability is essential for a job which involves dealing with sophisticated industry clients and main London agencies. Candidates will ideally have direct sales or marketing experience involving the pharmaceutical/toiletries industries, or an excellent record in retail-orientated magazine publishing.

If you have what it takes to sell the market leader, we offer a competitive salary plus incentive bonus, company car, and the benefits appropriate to a dynamic and expanding publishing company.

If you feel this is the next move for you, please write with full cv to Geoffrey Smith, Personnel Manager, Benn Publications Limited, Sovereign Way, Tonbridge, Kent TN9 1RW.

Benn

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The successful applicant will initially assist the director responsible for developing international markets outside Europe where we aim to build on the considerable successes already achieved.

You must be willing to travel and be able to communicate in at least one additional language, preferably French or German, both verbally and in writing.

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TEL: 01-539 3334

Appointments

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Requests coming in from all areas. We are especially interested in locum pharmacists and dispensing assistants to operate on full or part-time basis. Please write with full CV to:—

John Richardson
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we require a sales representative based in the North East of England with experience of selling to retail chemist shops. This is a new position with tremendous growth potential. Salary will be commensurate with experience. Company car and usual benefits. Please reply to:—

BOX C&D 3186

Agents

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Tel: 039 130 602/787

The above telephone number is a correction of the number which appeared in the same advertisement of 27th September.

Agents

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But it's no secret the success our shopfittings bring.
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Society PR gets police work

Phillip Paul retired this week as the Pharmaceutical Society's director of public relations, a position he has held since late 1978. A replacement is unlikely to be in post before mid-November.

Mr Paul's swansong was last week's BP Conference in Jersey when media coverage included BBC Radio 4 programmes "Today" and "You and yours," Radio 1, Radio Jersey, Radio Humberside and Channel Television. There were daily reports from the Conference in the *Daily Telegraph*, articles in *The Times* on September 24 and 26, *The Guardian* on September 26 and *Sunday Today* on September 28, together with extensive coverage in the *Jersey Evening Post*.

Mr Paul plans to do freelance public relations work and has been commissioned to write a book on the history of the Metropolitan Police forensic science laboratory.

Travel award from Vestric

The Vestric travel award, sponsored jointly with the College of Pharmacy Practice, will offer up to £1,000 for a UK pharmacist to carry out a study overseas, probably next August.

The chosen study, which should be of relevance to community or hospital pharmacy, is most likely to be an extension of some UK work already underway, or a comparison of home and overseas developments. It can be discussed informally with the College first. Previous applicants have studied computers in retail management and community pharmacy, and management in pharmacy.

Applications must be sent to the College of Pharmacy Practice by December 31, and the winner will be announced in January. A report of the study will be presented at an open meeting.

Parfums Givenchy is given the incorrect phone number in this month's *C&D Price List*. The correct number is 0932 245111.



Zena Rigby, Macclesfield, (right front) Cedric Spencer and his wife Angela from the Isle of Wight, with other delegates at the Conference Banquet last week

IMPI take off to Spain . . .

The Institute of Pharmacy Management International will hold its next Conference in Majorca from February 28 to March 7, 1987.

The cost is £300 inclusive of flight and half-board at the Hotel Forte, Cala Vinas. Full details of the Conference will be given at the Institutes' next weekend meeting

which takes place on October 31 to November 2 at the Queen's Hotel, Cheltenham. Speaker at the Sunday morning formal session is Mr Alan Smith, chief executive of Pharmaceutical Services Negotiating Committee, who will talk on the progress and developments made by PSNC in the last ten years, and the new contract. Cost of the weekend is £71 which includes the dinner dance on Saturday evening. Details from Dr I. F. Jones, 49 Hallas Lane, Cullingworth, Bradford, West Yorkshire BD13 5BU.

. . . and Numark to Portugal

The fifth bi-annual Numark convention will be held in Portugal from March 21 to March 28, or March 21 to March 24, 1987

The four-day convention trip to Lisbon

will cost £299 and the eight-day convention trip, when delegates will move on to Estoril mid-week, will cost an additional £130.

Accommodation is in the five-star Hotel Meridien in Lisbon, and the five-star Palacio Hotel in Estoril. The number of bookings are limited to 300, and further details are available from Val Pirie, 16 Dalkeith Court, Vincent Street, London.

APPOINTMENTS

Astec Pharmaceuticals: Two new directors have been appointed to the board joining chief executive Andrew Apperly. Mr Les Share is the new managing director, formerly of Barclays wholesalers, and Mr Keith Preston is now sales and marketing director.

Warner Lambert: Philippe Lievre has been appointed as the first registration co-ordinator of their new Africa Region. Pharmacist Mr Lievre, a bi-lingual Frenchman who has been in Britain for the past nine years, joins the medical division with responsibility for pharmaceutical product registration matters in Africa and Israel. He will be based at the region's headquarters in Eastleigh.

Robinsons of Chesterfield: Tony Oakland Smith is appointed elasticated nappies product manager and will be responsible for marketing Cosifits. He joined the company from Rational Advertising in Sheffield.

Volumatic Ltd: Ernest Brett, Ronald Walton and Simon Kimberley are appointed security consultants for the Coventry based security specialists. Mr Brett will be responsible for covering the North West, North Wales and parts of Yorkshire, Mr Walton will be covering the Midlands and some home counties, and Mr Kimberley central London, some southern counties, home counties and South Wales.

**FOR YOUR
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Vital information for self-employed Pharmacists
and those in a job without a pension

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If you're self-employed or in a non-pensionable job, you'll know only too well that you'll have to fend for yourself when it comes to providing for retirement. And that could mean some interest from hard earned savings plus the basic State pension which, currently, is only £35.80 a week, or £57.30 if you're married. It could be a lean time!

But it need not be if you act now.

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What you will get for your money.

Let's say you're a male, aged 34, paying £40 gross a month. Based on current investment returns, you can expect a tax free lump sum at 65 of £63,000 plus an annual income for life of £18,700. If you pay tax at 30% until you retire your plan will cost you just over £10,000—less than £1.00 a day.

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The annual amount paid in can be varied depending on your circumstances and the upper limits of contribution laid down by the Inland Revenue. You can pay regularly—from monthly to annually—or make single contributions as and when your finances allow. Contributions can be increased or decreased at any time. The actual amount of benefits you will receive will depend, of course, on your age of entry, age at retirement, how

much is invested, and the investment conditions in the future.

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You can start your plan with an outlay of only £10 a month or a once-off annual contribution of just £100, which is not a lot to begin providing for a secure and more comfortable retirement. So send for a copy of our booklet plus a free quotation. There's no obligation, and a salesman will not pester you. Remember, when the taxman is prepared to hand out money, it's a pity not to take advantage of it.

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Or telephone David Jordan on 01-839 6785.

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Date of Birth / /19 _____

Occupation _____

Are you working in a job without a pension?

(tick box)

Yes ☐ No ☐

How much could you invest each month? £ _____

122A/4/10

RNPFN



Savlon TRADE MARK 
antiseptic cream

'Savlon' sells faster than any other antiseptic cream.

Brand leader for over a decade, 'Savlon' sells faster than any other antiseptic cream.

Trusted by your customers because of its soothing and gentle properties, 'Savlon' was the first general antiseptic cream to include the highly effective, germ-killing 'Hibitane' compound.

This, coupled with the fact that in 1988 Care are investing over £1 million in supporting the 'Savlon' brand, is just one more good reason to recommend 'Savlon'.

Care 
Laboratories Ltd.